

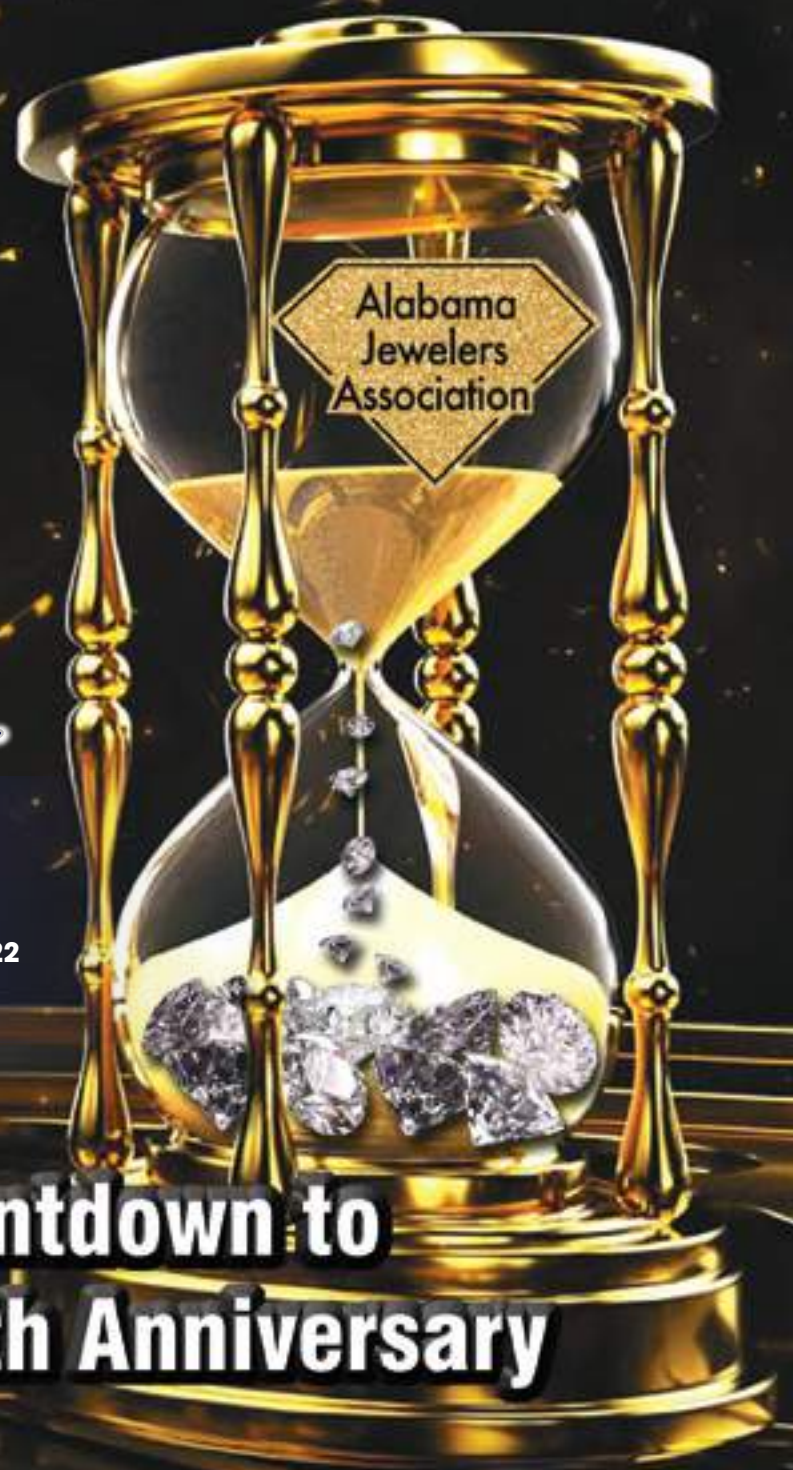
Alabama Jewelers Association  
**99th Annual Convention**  
*April 21-23 Montgomery, AL*

**2023**

**Almost  
There!**

*Inside This Yearbook...*

- Convention Schedule
- Discovery Table Vendors
- Speakers for the 2023 Convention
- AJA Scholarship Program Winners from 2022
- Design Competition Winners from 2022



**Countdown to  
the 100th Anniversary**



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# 2023 Convention Yearbook

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# AJA President's Message

Welcome to the 2023 Alabama Jeweler's Convention at the Renaissance Hotel in our great state's Capital city of Montgomery.

Our last few conventions have been some of our best attended events and this year should be no exception! We will have a great lineup with education from technology expert Jennifer Shaheen and Jewelers Mutual sponsored speaker John Fierst. He will discuss criminal activity as well as how we can develop strategies to stay informed with protecting our teams and community.

I encourage everyone to find their "nugget" from this convention to use directly on the sales floor and utilize this convention as a great networking opportunity for building relationships with passionate professionals like yourselves!

Thank you to our AJA Board members, our Advertisers and Sponsors, and Nancy Dawkins - our Executive Director for putting in all the hard work to make it happen. She is such an amazingly talented person!

Lastly, as I am closing out my final year as AJA president I want to share 10 great principles by Dr. Kent M. Keith.

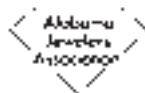


*President*  
**Ryan Snuggs**  
Bromberg & Co.  
Birmingham, AL

## The Paradoxical Commandments

1. People are illogical, unreasonable, and self-centered. Love them anyway.
2. If you do good, people will accuse you of selfish ulterior motives. Do good anyway.
3. If you are successful, you win false friends and true enemies. Succeed anyway.
4. The good you do today will be forgotten tomorrow. Do good anyway.
5. Honesty and frankness make you vulnerable. Be honest and frank anyway.
6. The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds. Think big anyway.
7. People favor underdogs but follow only top dogs. Fight for a few underdogs anyway.
8. What you spend years building may be destroyed overnight. Build anyway.
9. People really need help but may attack you if you do help them. Help people anyway.
10. Give the world the best you have and you'll get kicked in the teeth. Give the world the best you have anyway.

We work in a unique industry with incredibly talented individuals with whom we serve besides. Make it count for something. Get involved with AJA and engage with its members. You won't regret it!



Warmest regards,  
M. Ryan Snuggs  
AJA President

## AJA Executive Officers



**Vice President/ Treasurer**  
**Megan Sherrer-Neel**  
Lou's Jewelry  
Mobile, AL



**Secretary**  
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## JEWELERS FOR CHILDREN A GIFT OF LOVE FOR CHILDREN IN NEED



As the industry's charity, Jewelers for Children (JFC) is generously supported by those who create and sell fine jewelry and watches. Manufacturers, retail jewelers, trade associations, watch companies and those who provide professional services to the jewelry industry unite on behalf of children. Since 1999, nearly \$58 million has been invested in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect. Please join with the "Industry with a Heart" in support of the work being done by the following JFC legacy charities.



### NATIONAL CASA (COURT APPOINTED SPECIAL ADVOCATES) ASSOCIATION

National CASA is dedicated to making the world a safer and more nurturing place for the nation's abused and neglected children. Highly trained CASA volunteers (sometimes called guardian ad litem volunteers) are matched with children and work to ensure that they are placed in stable, caring homes where they can thrive. With more than 1,000 community-based program offices operating in 49 states, the CASA model has become one of the most successful ongoing, large-scale volunteer operations in the country. Nearly 90,000 caring, trained volunteers serve children every year; yet tens of thousands of children go without an advocate to speak for them. Since 2002, Jewelers for Children has provided more than \$10.8 million in funds to recruit and train volunteers who provided critical support to 54,659 abused and neglected children in 338 shared communities nationwide by helping to recruit and train 17,044 volunteers.



### ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION

The Elizabeth Glaser Pediatric AIDS Foundation is a global leader in the fight against pediatric AIDS, working around the world to halt the pandemic and help those already infected with HIV. Its research, prevention and treatment, as well as advocacy efforts have improved the lives of millions of children and families each year as it pursues its ultimate goal: an HIV-free generation. JFC grants, totaling more than \$12.4 million have been directed to research programs -- including the Elizabeth Glaser Scientist Award and the International Leadership Award -- as well as HIV prevention initiatives which have helped the Foundation bring hope to children and families worldwide. The result...more than 150,000 women having access to pre- and post-natal care to insure healthy, HIV negative babies.

### ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

St. Jude Children's Research Hospital is dedicated to finding cures and saving children. The commitment shown by Jewelers for Children to St. Jude has helped the hospital continue to be one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic childhood diseases. Children from all 50 states and around the world have come through the doors of St. Jude for treatment, and thousands more around the world have benefited from the research conducted at St. Jude - research that is shared freely with the global medical community. JFC helps ensure this crucial research will continue and that no child will ever be denied treatment because of the family's inability to pay. JFC totaling more than \$13.7 million has been used to endow the Bone Marrow Transplant Clinic at St. Jude in 1999, and since then, almost 900 children have received bone marrow transplants. Additionally, JFC has funded the Stem Cell Transplantation Laboratory, a chair in the Genetics and Gene Therapy, immune system research and is currently funding a bone marrow human applications laboratory.



### MAKE-A-WISH® AMERICA

Make-A-Wish America grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 315,000 wishes in the U.S. since inception. Since 1999, JFC has provided \$13.3 million to grant the wishes for over 1,950 children and their families in the United States. More than \$1.9 million has been provided to Make-A-Wish India to grant more than 12,000 wishes there as well.

JFC has also provided \$345,000 to the Santa-America Fund to recruit volunteer Santas and Elves to visit children in crisis and nearly \$100,000 to the Organization for Autism Research.



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More than  
**53,000 KIDS**  
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**1000s OF KIDS**  
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Make-A-Wish® America • Elizabeth Glaser Pediatric AIDS Foundation

# 2022

## AGA Design Competition Winners

### 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*



### 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 1: Materials cost \$1,000 & Under

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!



### Join the Alabama Jewelers Association Facebook Group

- Keep up with what's going on with AJA.
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## B

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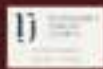
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EVERY Member is listed with a link to THEIR website!

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!



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Kovel Collection, Cirari,  
Frederic, Duclos

**TREVOR ALLRED**  
Kenect

## B

**ARTHUR BACK**  
PMI, Dynamic Designs  
& Lab Diamonds

**GREG BAYER**  
AmerGem Imports, Inc.

**ANNA BENSMAN**  
Global Liquidators,  
Edgewater & Earth Grace

**STEVE BERKOWITZ**  
Sterling Reputation

**ASHLEIGH BROOKS**  
The Luxury Bee

**JOHN BROMBERG**  
JB & Company

**DORIS BUTLER**  
Southern Gates/Cargo Hold

## C

**ALLAN CAGLE**  
Brilliant Elements

**GUS CALLAWAY**  
Namano /  
Southeastern Findings

**JOHN CARPENTER**  
Carpenter Distributors

**REGINA CIARLEGLIO**  
Jewelers of America

**MIKE COMBS**  
Premium Wholesale

**ROSEMARY CORTE**  
Harvest Jewels

## D

**KONRAD DARLING**  
Darling Gem Imports

**ANISH DESAI**  
Star Gems, Inc. Atlanta

**DANIEL DILMAN**  
Roman & Jules

## E

**STEVEN EHRMANN**  
Intercontinental Diamonds

**KIRSTEN ELGENFELD**  
Ostbye

## F

**MIKE FALLAIZE**  
Fallaise Insurance

**ROGER FRYSH**  
Georgia Diamond Corp.

## G

**MICHAEL GERVAIS**  
Noble Metal Services

**BEVERLY GODDARD**  
Royal Chain Group,  
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Naledi by IGC Jewelry

**MIKE HANDLEY**  
GemsOne

**BILL HARRISON**  
Kim International

**STEVE HARTZ**  
SHR Precious Metals

**RHETT & CINDY HARTZOG**  
Lafonn & Heera Moti

**NICK HEBERT**  
Probity Tax Recovery

**FRED HOFFMAN**  
Equity Diamond Brokers

## J

**MANOJ JAIN**  
MS Gems

**ERIC JONES**  
Global Liquidators

**FRANK JONES**  
Global Liquidators

## K

**DEBBIE KORDANSKY**  
DM Kordansky

**DAVID KOWALSKI**  
IZi Creations,  
Precious Imports, Leslies

**STEVEN KRETSER**  
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## L

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**DAWN LIGHT**  
DLight Refiners

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**CRAFT MAIER**  
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**BILL NEWNAM**  
Southern Jewelry News

**BARBARA NOLIN**  
BRM - Basden Risk  
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Pickens, Inc.

**TREY PRICHARD**  
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**EMILY PONKRATZ**  
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**BOB ROSE**  
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2017 .....Judy Upton	2004 ..... Ralph Williams
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2015 ..... Mark Smith	2002 ....Tommy Gardner
2013 .....Arthur Back	2001 .....Sammy Turner
2012 ..... Kathy Brackett	2000 .....Pat Graves
2011 .... Gene Callaway	1999 .... Marsha Dunsker
2010 ..... John Falotico	1998 ..... Don Carpenter
2009 ..... Brent Johnson	1996 .....Hamit Tosyali
2008 .....Renee Singer	1995 ..... Jed Dunsker
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# 3 Steps to Build a Solid Disaster Plan for Your Jewelry Business



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As a jeweler, you've invested a lot of time, energy and resources into your business – and the thought of an unexpected disaster potentially ruining that can seem like a nightmare. However, creating a disaster plan for your business can ease some of your stress and help you gain peace of mind. In this article, we'll explore three steps you can take to build a solid disaster plan for your jewelry business.

### Identify Potential Risks

The first step in building a disaster plan is to identify potential risks. By recognizing the risks, you can take steps to mitigate them and keep your business secure. Some common risks that jewelers face include:

- *Natural disasters (hurricanes, tornadoes, heatwaves, etc.)*
- *Power outages and equipment failures*
- *Burglary and theft*
- *Cybersecurity threats*

To get a more comprehensive understanding of the risks your jewelry business may face, we encourage you to contact and work with one of our trusted agents.

### Create a Plan of Action

Once you've identified the risks, it is time to create a list of potential scenarios and the steps you need to take to minimize the damage. Your disaster plan should include the following:

#### • *Emergency contact information:*

Keep an up-to-date list of emergency contacts, including employees, suppliers and insurance providers. Make sure this information is easily accessible for you in the face of an emergency.

#### • *Evacuation plan:*

In the event of an emergency, it's essential to have an evacuation plan in place. Ensure all employees are trained on the evacuation plan and know where to go in case of an emergency.

#### • *Communication plan:*

It's crucial to keep your customers informed in the event of a disaster. Develop a communication plan that outlines how you will communicate with your customers, suppliers and employees in the event of an emergency. This could mean updating your website, utilizing your e-mail list or posting on your store's social media.

#### • *Inventory and equipment protection:*

Your disaster plan should include steps to protect your inventory and equipment. This may include storing your inventory in a secure location, backing up important data and securing your equipment with alarms and other security measures.

### Test Your Plan

Although you've done the hard part of creating your disaster plan, you shouldn't stop there. Regularly

testing out your plan is an essential step to help you identify any weaknesses and make necessary adjustments. Testing your plan may include:

- *Conducting a fire drill*
- *Running a cybersecurity simulation*
- *Performing a test evacuation*
- *Reviewing and updating emergency contact information*

Regular testing will help your plan stay up-to-date and effective when it really matters.

All in all, building a solid disaster plan can only benefit your business if an emergency happens.

Remember to identify potential risks, create a plan of action and test your plan regularly. At Jewelers Mutual, we understand the importance of keeping your business secure and are committed to providing jewelers like you with helpful resources, best practices and more. To ensure your business is covered in case of a disaster, Jewelers Mutual offers insurance solutions to meet your needs and budget.

For more information regarding our risk services, visit the Jewelers Mutual website, and don't forget to download our free emergency planning checklist.

[www.jewelersmutual.com](http://www.jewelersmutual.com)

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# Multifaceted Learning Workshop 2023



## SIMPLE SOLUTIONS FOR INCREASING SUCCESS

SATURDAY, APRIL 22 | 10:00AM

Presented by: Regina Ciarleglio, Jewelers of America

Jewelers of America (JA) is the national trade association for businesses serving the fine jewelry marketplace. As a membership organization, JA aims to enhance consumer confidence in the jewelry industry and support the growth of its members through Recognition, Representation and Resources. Within each of these areas are simple solutions built to increase success for retail jewelers. Regina will walk attendees through these solutions and ensure you leave more knowledgeable and profitable.

## SOLUTIONS TO UNLOCK EFFICIENCIES AND FOCUS ON CUSTOMER RELATIONSHIPS

SATURDAY, APRIL 22 | 10:30AM

Presented by: Nabil Abdallah, Jewelers Mutual® Group

For over a century, Jewelers Mutual® Group has been committed to jeweler success. And we've learned a lot in all those years about what jewelers need. Jewelers most often want to know how to get more done and earn more without expanding business hours or spending more.

And while we may not be able to give you more hours in your business day, we have identified opportunities to do

more and earn more without additional spending. In this session, you will learn how to tackle these challenges with solutions that:

- Decrease time spent on operational tasks
- Increase average sales value and bottom-line growth
- Build long-term customer relationships.

## MANAGING GOOGLE REVIEWS

SATURDAY, APRIL 22 | 11:30AM

Presented by: Kenect

Google reviews are an important part of a company's online footprint. Managing Google Reviews can be a nightmare. Join Kenect as they provide solutions to enhancing your online reputation through Google Reviews.

## JEWELRY TRENDS / AMANDA'S STYLE FILE

SATURDAY, APRIL 22 | 12:45PM

Presented by: Amanda Gizzi, Jewelers of America

Amanda Gizzi is a nationally recognized spokesperson for the jewelry industry. She is the author of Amanda's Style File on National Jeweler where she uncovers the top jewelry styles throughout the year. Join Amanda as she uncovers the jewelry trends that will bring consumers through the door in 2023. This is one session you won't want to miss!

## INSURANCE FOR JEWELRY BUSINESSES 101

SATURDAY, APRIL 22 | 1:15PM

Presented by: John Fierst, Jewelers Mutual® Group

Having insurance for your jewelry business is essential. However, there is much to consider when purchasing insurance based on the uniqueness of your business - a failure to secure the proper coverage could leave you vulnerable and spell disaster for your business. In this session, you will learn about:

- Coverage types, limits, and deductibles
- Core policy types available in the market and why they are important including Jewelers Block, Businessowners/General Liability and Commercial Umbrella Liability

- The Underwriting process to include pre-requisites for getting a policy and the basics on policy pricing
- Importance of working with an agent who has expertise in the jewelry industry
- How technology is facilitating an enhanced customer experience

## PROCESSING SALES AND MITIGATING CREDIT CARD FRAUD

SATURDAY, APRIL 22 | 2:30PM

Presented by: Synchrony

With credit card purchases being a dominant form of payment, processing and mitigating credit card fraud is more important than ever. Join Chosen Payments as they discuss the technology and systems that can help protect your business.



# 2023 Convention Speakers



## Jennifer Shaheen — TECHNOLOGY THERAPY GROUP

Jennifer Shaheen is a digital growth, user experience and data insights expert recognized as the authority in planning, implementing, and translating digital marketing and technology in today's competitive online environment.

Over her twenty-year career, Jennifer has worked as a digital advisor in a myriad of industries, including design, hospitality, manufacturing, luxury retail, and jewelry. Private equity firms value Jennifer for her ability to deliver sustainable growth and meaningful results when leading the strategic transformation and digital launch.

Technology Therapy Group: the firm Jennifer founded in college, has been involved with the Jewelry industry for over a decade, working as an outside marketing and digital development partner for brands, retailers, and manufacturers. In 2020 Jennifer proudly added to her list of accomplishments board of director for the iconic guitar manufacturer C. F. Martin & Co.®.

### TOPIC - Storytelling for Jewelry Retail Success

Stories have the power to connect, inspire, and engage us on a deeply emotional level. In the competitive world of retail jewelry, a compelling and authentic story can be the key to creating lasting connections with your customers. Join us for an insightful session where we will explore the art of storytelling in the context of business growth and customer engagement.

*In this presentation, you will learn:*

1. The transformative impact of stories on businesses and customer relationships.
2. How to collaboratively craft your unique brand story as a team.
3. The importance of the customer journey and the role your story plays in shaping it.

**SUNDAY, APRIL 23 | 9:30AM**

4. Strategies for leveraging your story to foster business growth and customer acquisition.
5. Best practices for sharing your story across various platforms and touchpoints.
6. The ongoing evolution of your story and its connection to sustained customer loyalty.

*Don't miss this opportunity to unlock the power of storytelling and elevate your business by creating a genuine connection with your audience. Join us as we embark on a journey to refine your store's narrative and achieve lasting success.*



## John Fierst — JEWELERS MUTUAL® GROUP

John Fierst has been the Vice President of Commercial Lines, at Jewelers Mutual Group since 2016. In his role to strengthen the commercial lines products, he oversees underwriting functions while working to improve segmentation, refine underwriting process and ensure the integration of loss prevention initiatives into Jewelers Mutual's sales and underwriting practices.

### TOPIC - Keeping Jewelry Businesses Safe and Secure

As criminal activity targeting the jewelry industry continues to escalate, it is critical for jewelers to be vigilant and aware of ways to keep themselves safe and secure - Partner for Protection has never been more relevant! Spend time in this session hearing the latest about crimes affecting the industry and what you can do to protect yourself.

*In this session, you will learn:*

- Practical ways to avoid costly losses
- Loss mitigation best practices and what might be considered the "gold standard" when it comes to security
- Common sense approaches to keeping your staff, customers, and property safe and secure

**SUNDAY, APRIL 23 | 11:00AM**



## Saturday Night Entertainment "Brian Reaves"

**APRIL 22 | 8:00PM**

Brian Reaves' mix of magic and message has made him popular with audiences throughout the Southeastern US for over 20 years! Brian is the five-time Birmingham Magician of the Year and an internationally recognized Close-Up Champion. His show will be amazing!

# 2023 Annual Convention Schedule

## FRIDAY, APRIL 21

5:00 – 10:30PM Hospitality Suite Open..... 10th Floor Room #1027  
*Pick up your Informational packets, eat, drink, and get to know your fellow jewelers!*

## SATURDAY, APRIL 22

6:30 – 10:00AM Breakfast Buffet ..... The House Restaurant

9:30 – 10:00AM Registration ..... Alabama Ballroom A

10:00AM Welcome to the Multifaceted Learning Workshop ..... Alabama Ballroom A & B  
*Regina Ciarleglio*

10:05 – 10:30AM **Simple Solutions to Increase Success** ..... Alabama Ballroom A & B  
*Presented by Regina Ciarleglio, Jewelers of America*

10:30 – 11:30AM **Solutions to Unlock Efficiencies and Focus on Customer Relationships**  
*Presented by Nabil Abdallah, Jewelers Mutual® Group* ..... Alabama Ballroom A & B

11:30 – 12:00PM **Managing Google Reviews** ..... Alabama Ballroom A & B  
*Presented by Kenect*

12:00 – 12:45PM Lunch ..... Alabama Ballroom A & B

12:45 – 1:15PM **Jewelry Trends / Amanda's Style File** ..... Alabama Ballroom A & B  
*Presented by Amanda Gizzi, Jewelers of America*

1:15 – 2:30PM **Insurance for Jewelry Businesses 101** ..... Alabama Ballroom A & B  
*Presented by John Fierst, Jewelers Mutual® Group*

2:30 – 3:00PM **Processing Sales / CC Fraud** ..... Alabama Ballroom A & B  
*Presented by Synchrony*

3:00 – 3:30PM Round table discussions and Prizes ..... Alabama Ballroom A & B

5:00 – 6:30PM Hospitality Suite Open..... 10th Floor Room #1027  
*Pick up your Informational packets, eat, drink, and get to know your fellow jewelers!*

6:30 – 7:00PM Presidents Cocktail Reception..... Alabama Ballroom C, D, & E

7:00 – 8:00PM Dinner ..... Alabama Ballroom C, D, & E

8:00 – 9:30PM Comedian/Magician Brian Reaves ..... Alabama Ballroom C, D, & E

9:30 – 10:30PM Hospitality Suite Open / Poker Tournament..... 10th Floor Room #1027

## SUNDAY, APRIL 23

6:30 – 10:00AM Breakfast ..... The House Restaurant

8:00 – 8:30AM Discovery Tables & Jewelry Design Contest Setup ..... Alabama Ballroom A

8:30 – 9:30AM Registration & Light Breakfast..... Alabama Ballroom A

8:30 – 3:00PM Discovery Tables Open ..... Alabama Ballroom A

9:30 – 10:30AM **Storytelling for Jewelry Retail Success** ..... Alabama Ballroom A & B  
*Speaker Jennifer Shaheen, Technology Therapy Group*

10:30 – 11:00AM Break

11:00 – 12:00PM **Keeping Jewelry Businesses Safe and Secure** ..... Alabama Ballroom A & B  
*Speaker John Fierst, Jewelers Mutual® Group*

12:00 – 12:30PM Break

12:30 – 2:00PM Past Presidents Luncheon ..... Alabama Ballroom C, D, & E

Jewelry Design Contest & Lifetime Awards

2:00 – 3:00PM Discovery Tables ..... Alabama Ballroom A

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

# Discovery Tables Vendors

**SUNDAY, APRIL 23 • 8:30AM - 3:00PM**

There will be over 20 vendors displaying jewelry and services for you to visit throughout the day.

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Adam Schaper

**Aiden Jewelry**  
Uzi Bahan

**Aiya Designs**  
Sunny Aiya

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Trey Prichard

**DLight Refiners**  
Dawn Light

**Equity Diamond Brokers**  
Fred Hoffman

**Global Liquidators**  
Eric Jones

**J. Frank Golden**  
The Golden Girls

**Jewelers Mutual Group**  
John Fierst & Nabil Abdallah

**Jewelers of America**  
Regina Ciarleglio & Amanda Gizzi

**JIS Events**  
Sara McDonough

**L & S Jewelry**  
Larry & Stephanie Popovich

**Mercury Rings**  
Harsh Jain

**Naledi by IGC Jewelry & Diamonds**  
Barbara Habibi

**Oro International**  
Steve Stricklin

**Premium Wholesale**  
Mike Combs

**Probity Tax Recovery**  
Nick Herbert

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

**Southern Gates/Cargo Hold**  
Doris Butler

**Star Gems Inc. Atlanta**  
Anish Desai

**Start to Finish**  
Steve & Renee Singer

**Sparkling Insights**  
Rita Wade / Terese Hunt

**Synchrony**  
Jill Malone & Tim Schrenk

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# Counting Down to our 100th Convention





# Alabama Jewelers Association Scholarship Program



*The 2022 Winners are...*



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Hayes Jewelers  
Mobile, AL



Billie Paul  
Levy's Fine Jewelry  
Birmingham, AL

At the 2022 convention, 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 were Natalya Douglas of Hayes Jewelers in Mobile, AL and Billie Paul of Levy's Fine Jewelry in Birmingham, AL.

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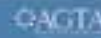


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## In Memoriam



*Kate Peterson*  
January 26, 1959 - April 11, 2023

*AJA and the rest of the jewelry industry is mourning the loss of Kate Peterson, the well-known management consultant, who was to be our keynote speaker at this years annual convention in Montgomery.*

*Peterson founded Performance Concepts, Inc in 1997, a jewelry consulting firm where she has helped hundreds of retailers and others in the jewelry industry to improve their businesses. She specialized in retail jewelry but had full knowledge of the entire jewelry industry and helped companies throughout the jewelry supply chain. She was especially known for her intelligence, but more importantly for her big heart. She will be greatly missed.*



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# Gemstone & Birthstone Guide

JANUARY		FEBRUARY		MARCH		APRIL		MAY					
	GARNET		AMETHYST		AQUAMARINE		DIAMOND		CZ		EMERALD		
JUNE				JULY		AUGUST		SEPTEMBER					
	PEARL		MOONSTONE		ALEXANDRITE		ALEXANDRITE		RUBY		PERIDOT		SAPPHIRE
OCTOBER			NOVEMBER			DECEMBER							
	OPAL		PINK TOURMALINE		CITRINE		YELLOW TOPAZ		BLUE ZIRCON		BLUE TOPAZ		TANZANITE

# Anniversary Gemstone Guide

1st		2nd		3rd		4th		5th		6th		7th	
	GOLD		GARNET		PEARL		BLUE TOPAZ		SAPPHIRE		AMETHYST		ONYX
8th		9th		10th		11th		12th		13th		14th	
	TOURMALINE		LAPIS LAZULI		DIAMOND		TURQUOISE		JADE		CITRINE		OPAL
15th		16th		17th		18th		19th		20th		21st	
	RUBY		PERIDOT		AMETHYST		CAT'S EYE CHRYSOBERYL		AQUAMARINE		EMERALD		IOLITE
22nd		23rd		24th		25th		30th		35th		40th	
	SPINEL		IMPERIAL TOPAZ		TANZANITE		SILVER		PEARL		EMERALD		RUBY
45th		50th		55th		60th		65th		70th		80th	
	SAPPHIRE		GOLD		ALEXANDRITE		DIAMOND		SAPPHIRE		DIAMOND		RUBY



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## September 28 - October 1

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# Our Founders



## 1920 — *The First Annual Convention*

**FIRST ALABAMA CONVENTION** - Shown in front of Birmingham's Morris Hotel in 1920 are (Left to Right): J. C. Mickleboro, Marion; Aaron Ash, Birmingham; Frank Lynch, Birmingham; Henry Hausman, New Orleans; E. M. Dorian, Anniston; Reid Lawson, Birmingham; O. L. Bunn, Birmingham; and the representative of the American Retail Jewelers Assn. (name unknown)

# 100th Annual Convention

*Grand Bohemian Hotel  
Mountain Brook, AL*



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*April 12-14, 2024*

# 1948 — *The First Modern-Day Convention*



**ASSOCIATION REORGANIZED** - The Thomas Jefferson Hotel in Birmingham was the scene of the 1948 convention that saw the association reorganized. Left to Right, Front: Aaron Ash, Birmingham; Robert Bromberg, Birmingham, President; Alex Fekula, Mobile, Vice President. Back: Garfield Goodwin, Bessemer, Secretary - Treasurer; Ben Ash, Birmingham; Terry Born of SJTA; and Raymond Hoffman, Gasden, Vice President.

## Other AJA Administrations Over the Years



### 1958-1959 OFFICERS

(Left to Right): Pinky Koss, Vice President; Fred Couch, Vice President; Kalman Shwartz, President; Lamar Ware, Secretary; and Dwight Raff, Treasurer.



### 1961-1962 OFFICERS

Front: Dwight Raff, President. Back (Left to Right): Lamar Ware, 1st Vice-President; Frank Bromberg, Treasurer; Bill Spidle, 2nd Vice-President; and James Hasty, Secretary.



### 1964-1965 PRESIDENT

Frank Bromberg Jr.



**LADIES AUXILIARY 1964-1965 OFFICERS-**  
(Left to Right): Victor Paul, Mrs. Vining, Secretary; Isobe Best, Vice-President; and Vernell Hasty President



### PASSING THE GAVEL

Ferrell Mason, President (1966-1967) turning over the gavel to Paul Vining, President (1967-1968).



### 1974-1975 OFFICERS

David Ginn, President; Mr. Smith, 1st Vice-President; Mr. Thomas, 2nd Vice-President; Joe Campbell, Secretary.





# Past Presidents of the Alabama Jewelers Association



Marshall Sanford  
2018-2020

Tim Sherrer  
1998-2000

Jim Ingram\*  
1984-1986

Charles Ray Martin\*  
1970-1971

Kalman Shwarts\*  
1958-1959

Glenn Manning  
2016-2018

Kelley Winn\*  
1997-1998

Hoyt Young\*  
1983-1984

Russell Benefield\*  
1969-1970

Claude Moore\*  
1957-1958

Danny Clarke  
2014-2016

Doug Doggett  
1995-1997

Tom Peoples  
1981-1983

Elton Johnson\*  
1968-1969

J.L. Hoffman\*  
1956-1957

Jared Nadler  
2012-2014

David Hudson  
1994-1995

Gene Poole  
1979-1981

Paul Vining\*  
1967-1968

Jim Pitts\*  
1955-1956

Nick Sanders\*  
2010-2012

Richard White  
1992-1994

Keith Byrd  
1977-1979

Ferrell D. Mason\*  
1966-1967

Garfield Goodwin\*  
1953-1955

Don Lowe  
2008-2010

Alan Dailey  
1991-1992

Ray Thomas\*  
1976-1977

James L. Hasty\*  
1965-1966

Raymond Hipp\*  
1952-1953

Nancy Dawkins  
2006-2008

Willis Michaels\*  
1990-1991

Jimmy Smith  
1975-1976

Frank Bromberg, Jr.\*  
1964-1965

William N. Neville\*  
1951-1952

Marshall Sanford  
2004-2006

Pat Costello  
1989-1990

David Ginn\*  
1974-1975

William Spidle\*  
1963-1964

Ben Ash\*  
1950-1951

John Poole  
2002-2004

Emily Ware  
1988-1989

Joe Duck\*  
1973-1974

Lamar Ware\*  
1962-1963

Raymond Hoffman\*  
1949-1950

Ken Kirkland  
2001-2002

Jimmy Ray Smith  
1987-1988

Roger Butler  
1972-1973

Dwight Raff\*  
1961-1962

Robert Bromberg\*  
1947-1949

Terri Moore  
2000-2001

Ronnie Ware  
1986-1987

Paul Moore\*  
1971-1972

Pinky Koss\*  
1959-1961

\*Deceased



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## ANSWERS

*Gemstone Knowledge  
Crossword Puzzle  
on page 61*



*No Peeking!*

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The words appear

UP,

DOWN,

BACKWARDS,

and DIAGONALLY.

Find and circle each word.

# How much do you know about Gemstones?

JUST  
FOR  
FUN...



## ANSWERS ON PAGE 58!

### Across

2. Moh's scale rates gemstones by this
6. The Chinese love the gemstone
7. Kate Middleton's engagement ring features this stone
8. This gemstone is millions of years old
12. AJA Executive Director
13. Cut flat side of a gemstone
15. The Navajos used this gemstone a lot
17. This company runs the diamond cartel
18. Cleopatra loves this green stone

### Down

1. Watermelon colors of this gemstone are prized
3. This stone is not named after the word meaning 'blood'
4. A girl's best friend
5. What shape necklace sank with the Titanic
9. Name for irregular shaped pearls
10. Metal collar used to set a gemstone
11. Famous NY jewelry store featured in a movie starring Audrey Hepburn
14. Most popular family of gemstones used in making jewelry
16. Popular organic gemstone



# MM to Carats Stone Conversions

CARAT SIZE	ROUND SHAPE mm.	PEAR SHAPE mm.	MARQUISE SHAPE mm.	OVAL SHAPE mm.	OCTAGON SHAPE (EMERALD) mm.	HEART SHAPE mm.	TRILLION SHAPE mm.	SQUARE SHAPE (PRINCESS) mm.
.005	1.0							
.0067	1.15							
.0075	1.12							
.01	1.3							
.015	1.5							
.02	1.7							
.025	1.8							
.03	2.0							1.5x1.5
.035	2.1		2.5x1.25					
.04	2.2		3x1.5					1.75x1.75
.05	2.4							
.06	2.5		3.5x1.75					2x2
.07	2.7		3.5x2					2.25x2.25
.08	2.8				2.8x2.1			
.09	2.9	3x2.5	4x2					
.10	3.0						3x3x3	2.5x2.5
.11	3.1		4.25x2.25					
.12	3.2	4x2.5			3.3x2.5	3x3		
.14	3.3	4x3	4.5x2.5				3.5x3.5x3.5	2.75x2.75
.15	3.4		5x2.5		3.5x2.6			
.16	3.5	4.5x3						
.17	3.6							3x3
.18	3.7						4x4x4	
.20	3.8	5x3	5x3	4x3	3.9x2.9	3.5x3.5		3.25x3.25
.22	3.9							
.23	4.0							3.5x3.5
.25	4.1		6x3	5x3	4.2x3.1	4x4	4.5x4.5x4.5	
.30	4.2	5.5x3.5	6x3.5					3.75x3.75
.33	4.4				5x3		5x5x5	
.38	4.6		7x3.5	5x4		4.5x4.5		
.40	4.8						5.5x5.5x5.5	4x4
.47	5.0							
.50	5.2	6x4	8x4	6x4	5.2x3.9	5x5	6x6x6	4.5x4.5
.60	5.4							
.65	5.6					5.5x5.5		
.75	5.8	7x5	9x4.5		6x4	6x6		5x5
.80	6.0				6x4.5			
.95	6.4							
1.00	6.5	8x5	10x5	7x5	7x5	6.5x5.5		5.5x5.5
1.10	6.6							
1.17	6.8							
1.25	7.0			7.5x5.5				
1.33	7.2							
1.50	7.4	9x6	11x5.5	8x6	8x6	7x7	7x7x7	
1.60	7.6							
1.75	7.8							
1.90	8.0							
2.00	8.2	10x7	12x6	8.5x6.5	8.5x6.5	8x8	8x8x8	
2.15	8.4							
2.25	8.6							
2.50	8.8	12x7	13x6.5	9x7	9x7	8.5x8.5	9x9x9	
2.85	9.2							
3.00	9.4	12x8	14x7	10x8	10x8	9x9	10x10x10	
3.15	9.6							
3.35	9.8							
3.50	10.0	13x8	14x7.5	10x8.5		9.5x9.5		
3.75	10.2							
4.00	10.4	14x8	16x8	11x9	11x9	10x10		
4.25	10.6							
4.50	10.8	14.5x9		11x9.5		10.5x10.5		
4.75	11.0							
5.00	11.2	15x9	16x8.5	12x10	12x10	11x11		

NOTE: These are approximate Diamond Sizes

# 2023 Convention Yearbook

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