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Association

## **ANNUAL CONVENTION**

**APRIL 5-7, 2019**

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# *2019 Convention Yearbook*

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# President's Message



*President*  
**Marshall Sanford**  
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We are Back in Birmingham for the Alabama Jewelers Association Annual Convention. I would like to extend a heartfelt thank you to all that are attending and supported this convention.

We have three great speakers lined up for you:

Gary Woods – Gary owns Southern Jewelry Services and will talk to us about focusing on repairs as a way to generate more retail sales for our stores.

Kathy Grenier – Kathy is with Cultured Pearl Association of America and will education us on success and profitability in the pearl market.

Deb Hiss – Deb is with Pure Grown Diamonds and will focus on helping us improve our overall sales and teach us about lab grown diamonds.

Back again this year is our annual design competition. Coming from a bench jeweler background, I am always excited to see the creations from the extremely talented jewelers in our state. This not only allows them to show off their skills, but can be great advertising for your store. Please take the time Sunday to look at the jewelry entered and cast your vote.

Our convention could not be successful without the support from our Board of Directors, our wonderful Executive Director, the Advertisers and Sponsors. Thank you for your hard work and participation in making the Alabama Jewelers Convention one of the top jewelry conventions in the Country.

I look forward to the time we will have together and know we will gain knowledge in growing this industry we are blessed to be a part of....I know I will.

Sincerely,  
Marshall Sanford

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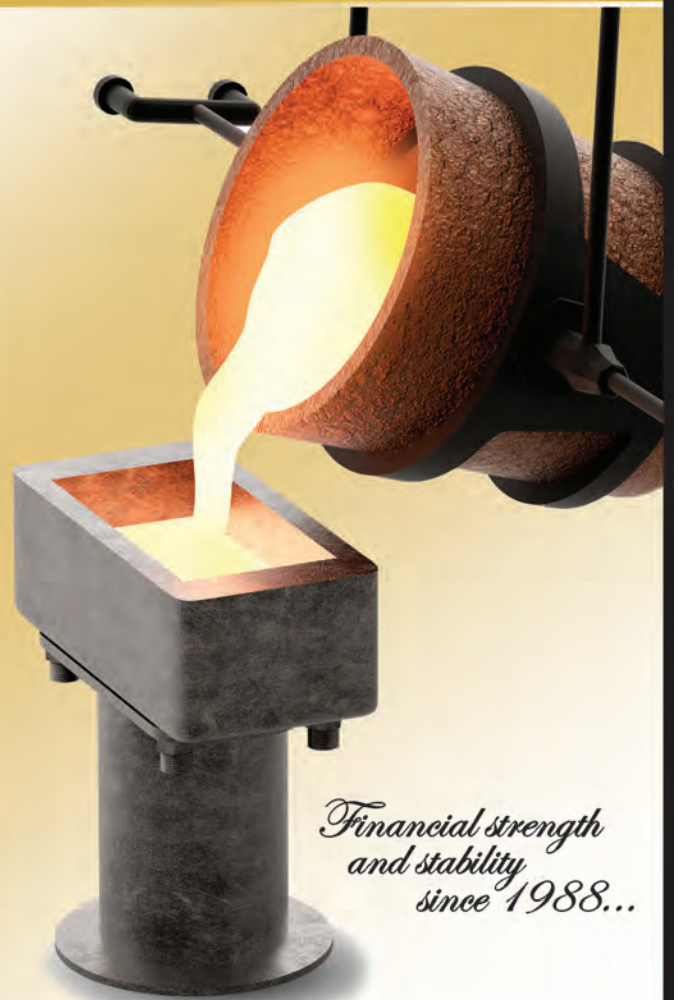
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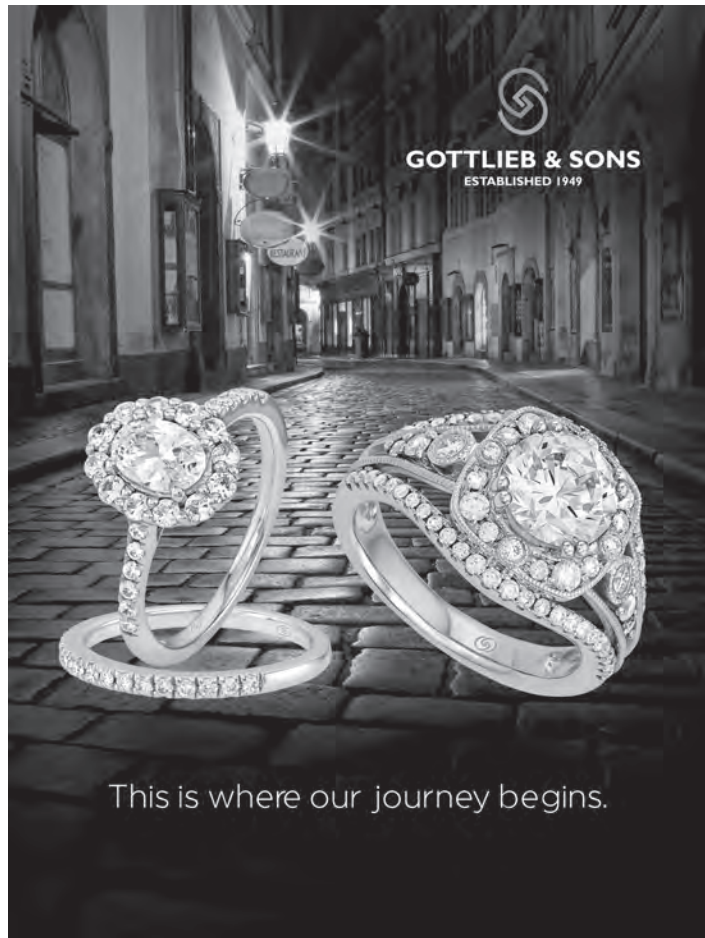


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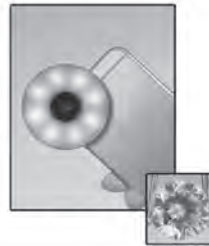
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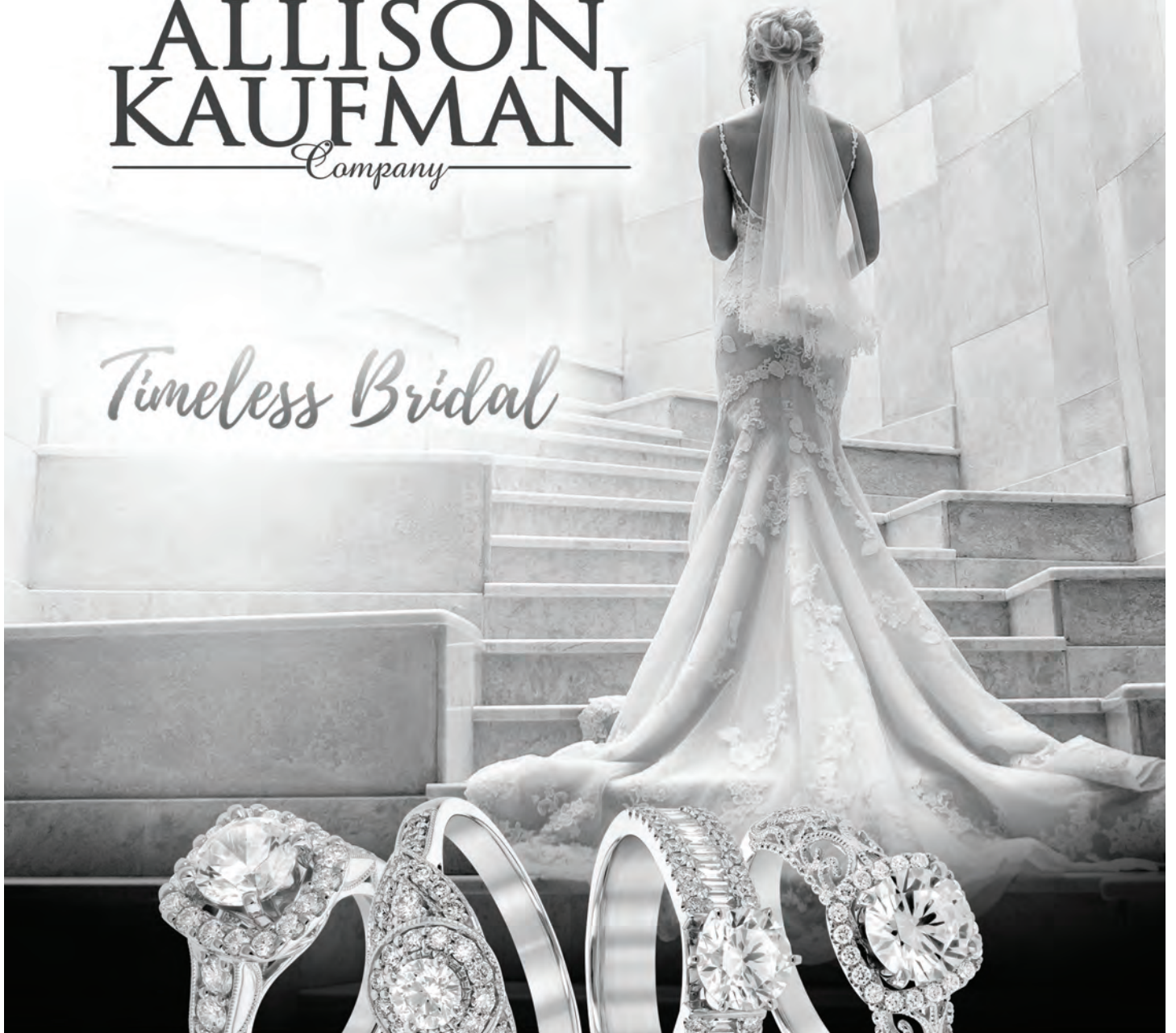
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# *Alabama Jewelers Association* *Annual Convention*

**April 5-7, 2019**  
**The Wynfrey Hotel - Birmingham, AL**

## • SCHEDULE OF EVENTS •

### **FRIDAY, APRIL 5TH**

**4:00 - 10:00 PM**      **Hospitality Suite Opens**      **Room 315**  
Join us to pick up informational packets, eat, drink, and get to know your fellow jewelers!

### **SATURDAY, APRIL 6TH**

**6:30 - 11:00 AM**      **Breakfast Buffet\***      **Merk's Tavern**

**FREE TIME**      **Enjoy A Beautiful Spring Day In Birmingham**

**4:00 - 6:00 PM**      **Hospitality Suite Opens**      **Room 315**  
Join us to pick up informational packets, eat, drink, and get to know your fellow jewelers!

**6:00 - 7:00 PM**      **President's Cocktail Reception**      **Wynston Mercedes Lounge**

**7:00 PM**      **Dinner & Dancing**      **Wynston Mercedes Ballroom**  
Dancing with Lessons - Fred Astaire Greyson will be here to teach us some great new moves!

**AFTER DINNER**      **Hospitality Suite Opens**      **Room 315**  
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**Texas Hold'em Poker Tournament**      **Room 315**  
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## SUNDAY, APRIL 7TH

6:30 - 11:00 AM	Breakfast Buffet*	Merk's Tavern
8:00 - 8:30 AM	Discovery Tables And Jewelry Design Contest Setup	WyndSOR Ballroom
8:30 - 9:30 AM	Registration & Light Breakfast Discovery Tables and Jewelry Design Contest Open	WyndSOR Ballroom
9:30 - 10:15 AM	<b>Gary Woods</b> Owner of Southern Jewelers Services <i>Learn All About Your Repair Department</i>	WyndSOR Ballroom
10:15 - 10:30 AM	<b>Break</b> Visit Discovery Tables and Jewelry Design Contest	WyndSOR Ballroom
10:30 - 11:15 AM	<b>Deb Hiss</b> Pure Grown Diamonds <i>Learn All About Lab Grown Diamonds and Improving Overall Sales</i>	WyndSOR Ballroom
11:15 - 11:30 AM	<b>Break</b> Visit Discovery Tables and Jewelry Design Contest	WyndSOR Ballroom
11:30 AM - 12:15 PM	<b>Kathy Grenier</b> Cultured Pearl Association of America <i>Learn All About Cultured Pearls</i>	WyndSOR Ballroom
12:15 - 12:30 PM	<b>Annual Jewelry Design Contest</b> <i>Vote for "People's Choice"</i>	WyndSOR Ballroom
12:30 - 2:00 PM	<b>Past Presidents Luncheon</b> Jewelry Design Contest & Lifetime Awards	Ivory Ballroom
2:00 - 3:00 PM	<b>Presentation On AJA Group Health Insurance</b> Discovery Tables Open	WyndSOR Ballroom

**CONVENTION COORDINATOR - Nancy Dawkins (AJA) (205) 454-1058**

Our Hospitality Suite (Room 315) opens Friday and Saturday at 4pm and after dinner Saturday evening for all to join us there while enjoying refreshments.

\*Please bring your breakfast coupons with you to the dining room if you selected breakfast with your convention registration. Coupons issued when badges are picked up. Your gratuity has not been included. The boards and members of Alabama Jewelers Association would like to thank all the sponsors and advertisers for making our convention possible. And to all those who donated door prizes and goody bag gifts we thank you also. Please remember these individuals and companies throughout the year when you make your purchases.



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# 1949 Alabama Jewelers Association Code of Ethics

When you read through this, you will see these same principles apply today.

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Serve the public with honest values.

Tell the truth about what is offered.

Tell the truth in a forthright manner so it's significance may be understood by the trusting as well as the analytical.

Tell customers what they want to know...what they have a right to know and ought to know about what is offered so that they may buy wisely and obtain maximum satisfaction from their purchases.


Be prepared and willing to make good as promised and without quibble on any guarantee offered.

Reveal material facts, the deception concealment of which might cause consumers to be misled.

Advertise and sell merchandise or service on its merit and refrain from attacking your competitors or reflecting unfairly upon their products, services or methods of doing business.

Avoid all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, bait advertising, misleading free offers, fake sales and similar practices which prey upon human ignorance and gullibility.

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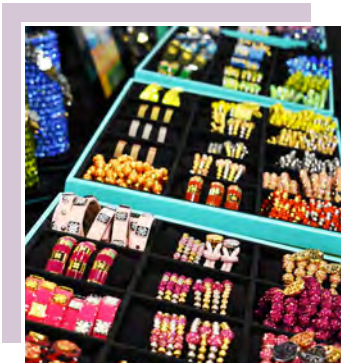
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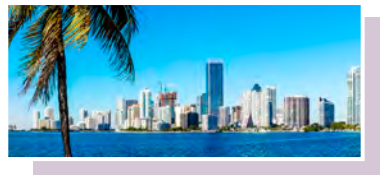
The “niche” event in the JIS Portfolio, the April Show gives buyers a unique experience while its intimate Show Floor setting allows for more personalized buying & selling transactions.



**OCTOBER 4 – 7, 2019**

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LEVELS 1 & 2

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**Luxury**

MAY 29 - JUNE 3, 2019\*  
THE VENETIAN,  
LEVEL 2

**THE PINNACLE OF A JEWELRY BUYING EXPERIENCE**

\*BY INVITATION ONLY MAY 29 & 30



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### 7\$ PER GRAM

Give your customers great deals thanks to our competitive labor pricing.



## LUX Lightened by technology

### GOLD BANDS STARTING FROM \$299



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Saraland, AL 36571  
(251) 675-9020



## **BARTON-CLAY**

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Mountain Brook, AL 35223  
(205) 871-7060

## **B & B JEWELERS**

7540 Memorial Parkway SW  
Suite H  
Huntsville, AL 35802  
(256) 883-1123

## **BRADSHAW JEWELERS**

4355 Montgomery Highway #2  
Dothan, AL 36303  
(334) 793-6363

## **BROCK'S JEWELERS**

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Suite S  
Madison, AL 35758  
(256) 464-6610

## **BROMBERG & CO., INC.**

123 North 20th Street  
Birmingham, AL 35203  
(205) 252-0221

## **BROMBERG & CO., INC.**

131 Summit Boulevard  
Birmingham, AL 35243  
(205) 969-1776

## **BROMBERG & CO., INC.**

2800 Cahaba Road  
Mountain Brook, AL 35223  
(205) 871-3276

## **BRYAN JEWELRY**

1778 East Main Street  
Prattville, AL 36066  
(334) 365-6552

## **BUTLER DIAMONDS & FINE JEWELRY**

101 Church Street  
Suite 202  
Selma, AL 36701  
(334) 874-4616



## **CLOVERDALE JEWELERS, LLC**

3326 Main Street  
Millbrook, AL 36054  
(334) 201-8444

## **COUCH'S JEWELERS**

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Anniston, AL 36202  
(256) 237-4628

## **CRONIER'S FINE JEWELRY, INC.**

2307 Eastern Boulevard  
Montgomery, AL 36117  
(334) 272-4995



## **DIAMOND JEWELERS**

108 East 20th Avenue  
Gulf Shores, AL 36542  
(251) 967-4141

## **DONNY'S DIAMOND GALLERY**

2510 Memorial Parkway Southwest  
Huntsville, AL 35801  
(256) 534-2255

## **DOUG DOGGETT JEWELERS**

215 Compass Way Southwest  
Cullman, AL 35055  
(256) 734-7883



## **ED WHITE JEWELERS**

1704 2nd Avenue Northwest  
Cullman, AL 35055  
(256) 734-3661

## **EMMETT BLEVINS JEWELERS**

2325 Whitesburg Drive  
Huntsville, AL 35801  
(256) 536-5858



## **FINCHER & OZMENT JEWELERS**

1657 McFarland Boulevard North  
Tuscaloosa, AL 35406  
(205) 752-3511

## **FRANK & CO. FINE JEWELRY**

25814 Canal Road #7  
Orange Beach, AL 36561  
(251) 970-2060

## **FRIEDMAN'S FINE JEWELRY**

851 East I-65 Service Road South  
Mobile, AL 36606  
(251) 479-9469



## **GARY K JEWELERS**

7950 Highway 72 West  
Suite H  
Madison, AL 35758  
(256) 430-1241

## **GENESIS JEWELRY**

Southgate Mall, #31  
519 Avalon Avenue  
Muscle Shoals, AL 35661  
(256) 381-4830

## **GOLD ART**

4503 Old Shell Road  
Mobile, AL 36608  
(251) 342-6303

## **GOLD CONNECTION**

971 US Highway 43  
Winfield, AL 35544  
(205) 487-4949

## **GOLD RUSH JEWELERS**

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Cullman, AL 35055  
(256) 739-2833

## **GRIFFIN'S JEWELERS**

704 East Battle Street  
Talladega, AL 35160  
(256) 362-5282

## **GROGAN JEWELERS BY LON**

Bridge Street Town Centre  
Building 315 - Space 101  
Huntsville, AL 35806  
(256) 837-4808

## **GROGAN JEWELERS BY LON**

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Florence, AL 35630  
(256) 764-4013



## **HAROLD'S FINE JEWELRY**

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Montgomery, AL 36106  
(334) 273-0260

## **HAYES JEWELERS**

5456 Cottage Hill Road  
Mobile, AL 36609  
(251) 661-9846

## **HOBBS JEWELERS**

571 Highway 72 West  
Athens, AL 35611  
(256) 233-4653

## **HOBBS JEWELERS**

2801 Memorial Parkway #105B  
Huntsville, AL 35801  
(256) 715-1377

## **HOWARDS FINE JEWELRY**

1147 Opelika Road  
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(334) 821-1200

## **HUDSON-POOLE JEWELERS, INC.**

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Tuscaloosa, AL 35401  
(205) 752-5535

## **HUTCHERSON JEWELERS**

23 Mayfield Street  
Monroeville, AL 36460  
(251) 743-3681



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*I*

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Daleville, AL 36322  
(334) 598-9005

**ISBELL JEWELERS**  
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Birmingham, AL 35242  
(205) 995-7990

*J*

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Albertville, AL 35950  
(256) 878-3655

**JEFF DENNIS JEWELERS**  
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Gardendale, AL 35071  
(205) 631-4848

**JEWELRY BOUTIQUE**  
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Florence, AL 35633  
(256) 767-5342

**JEWELRY BY DESIGN**  
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Auburn, AL 36830  
(334) 821-9940

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Decatur, AL 35601  
(256) 353-2512

**JOHN BOSCO JEWELER**  
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Mobile, AL 36608  
(251) 342-4619

**JOHN CAULEY JEWELER**  
15 Upham Street  
Mobile, AL 36607  
(251) 660-4759

**JOHNSON JEWELERS**  
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Monroeville, AL 36460  
(251) 743-2277

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Mobile, AL 36695  
(251) 334-5614

**KIRKLAND JEWELERS**  
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Dothan, AL 36301  
(334) 793-1793

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**LEVY'S FINE JEWELRY**  
2116 2nd Avenue North  
Birmingham, AL 35203  
(205) 251-3381

**LOU'S JEWELRY**  
3012 Airport Boulevard  
Mobile, AL 36606  
(251) 473-1706

**LOYLE SEYMOUR JEWELRY CO.**  
222 North 19th Street  
Bessemer, AL 35020  
(205) 425-3482

*M*

**M&M JEWELERS**  
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Birmingham, AL 35242  
(205) 991-0593

**MANNING JEWELRY**  
207 West Laurel Avenue  
Foley, AL 36535  
(251) 943-4771

**MARIA JEWELERS**  
213 South 8th Street  
Opelika, AL 36801  
(334) 704-0009

**MARK'S JEWELRY**  
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Suite S  
Homewood, AL 35209  
(205) 870-8869

**MARQUIRETTE'S**  
8163 Vaughn Road  
Montgomery, AL 36116  
(334) 270-0074

**MAYHALL BENCHMASTER**  
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(256) 764-3288

**MEYER AND LEE FINE JEWELRY**  
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Huntsville, AL 35801  
(256) 536-3321

**MORLYN'S**  
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Clanton, AL 35045  
(205) 755-4340

*N*

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1848 McFarland Boulevard  
Northport, AL 35476  
(205) 333-1851

**NANCY & CO. FINE JEWELERS**  
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Demopolis, AL 36732  
(205) 393-0133

*O*

**OSBORNE JEWELERS**  
22099 U.S. Highway 72  
Suite D  
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(256) 232-4333

**OSBORNE JEWELERS**  
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(256) 883-2150

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Foley, AL 36535  
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(256) 638-3210

*S*

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(205) 978-5880

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Fort Payne, AL 35968  
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**SMITH JEWELERS**  
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Jackson, AL 36545  
(251) 246-2043

**SOUTHEASTERN JEWELERS  
& ENGRAVERS**  
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(205) 980-9030

**STRICKLAND JEWELERS**  
1036 Boll Weevil Circle  
Enterprise, AL 36330  
(334) 347-8222

# Retail Membership Roster

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Suite 111  
Vestavia, AL 35216  
(205) 822-9173

## STINSON HOWARD JEWELRY

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Oxford, AL 36203  
(256) 831-7747

## SUMMERS JEWELERS

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Guntersville, AL 35957  
(256) 878-4490

## SWANSON DIAMOND CENTER

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Suite A  
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(334) 826-1890

*T*

## TALBOT'S FINE JEWELRY

6808-F Airport Boulevard  
Mobile, AL 36608  
(251) 460-0384

## TAMMY'S FINE JEWELRY

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Athens, AL 35611  
(256) 206-8300

## TOM NEVILLE - THE SOURCE, INC.

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Montgomery, AL 36104  
(334) 265-7775

*W*

## WALLACE-BURKE FINE JEWELRY

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Birmingham, AL 35209  
(205) 874-1044

## WARE JEWELERS

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Auburn, AL 36830  
(334) 821-7375

## WARE JEWELERS

2163 Tiger Town Parkway  
Opelika, AL 36801  
(334) 749-5005

## WARE JEWELERS

30500 State Highway 181  
Spanish Fort, AL 36527  
(251) 338-9273

## WARE JEWELERS

7268 Eastchase Lane  
Montgomery, AL 36117  
(334) 386-9273

## WISMAR JEWELRY/METAL BENDERS

2 South Church Street  
Suite A  
Fairhope, AL 36532  
(251) 928-5858

*Y*

## YOUNG JEWELERS

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*Z*

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*I want to thank the Alabama Jewelers Association for this wonderful honor. I guess I'm kind of dumb for not figuring it out ahead of time, but when Marshall said "President in 1972", it dawned on me, "that's me" and I nearly cried. Thanks again for such a very, very nice honor.*

*Roger Butler  
Butler Diamonds & Fine Jewelry  
Selma, Alabama*

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Maria Jewelers  
Opelika



**Cody Foote**  
Maria Jewelers  
Opelika



**Joseph Denaburg**  
Levy's Fine Jewelry  
Birmingham



**Kim Odom**  
Doug Doggett Jewelers  
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Manning Jewelry  
Foley



**Danny Clarke**  
Gold Art  
Mobile



**Jared Nadler**  
Levy's Fine Jewelry  
Birmingham



**John Poole**  
Hudson-Poole Jewelers  
Tuscaloosa



**Richard White**  
Ed White Jewelers  
Cullman



**Gene Poole**  
Hudson-Poole Jewelers  
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Ashi Diamonds

**GREG BAYER**  
Amergem

**MELISSA BECKER**  
Berkley Asset Protection

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

**STEVE BERKOWITZ**  
Sterling Reputation

**CHRISTINE BERTRAND**  
Stuller

**ASHLEY BROWN**  
Stuller

**DORIS BUTLER**  
Veer, Lavish,  
Butler Estate Jewelry

**KELLY BYRNE**  
JH Berry Risk Services

*C*

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Southeastern Findings

**GUS CALLAWAY**  
Namano Diamonds

**JOHN CARPENTER**  
Carpenter Distributors

**TERRY CHANDLER**  
Diamond Council of  
America (DCA)

**BETH CHRISTY**  
Roseco

**MIKE COMBS**  
Premium Wholesale

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Darling Imports

**JAMES DECKER**  
Mid-States Recycling

**ANISH DESAI**  
Star Gems

**M. AISLING DOWNEY**  
SJO

*E*

**STEVEN EHRMANN**  
Intercontinental Diamond

*F*

**MIKE FALLAIZE**  
FallaiZe Insurance

**ROGER FRYSH**  
Georgia Diamond

*G*

**PETE GAGLIANO**  
Protection 1

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**MICHELLE HARMELINK**

**BILL HARRISON**  
Kim International

**STEVE HARTZ**  
SHR Precious Metals

**RHETT & CINDY HARTZOG**  
R.C. Merchants

**ASAF HERSHOVIYZ**  
GN Diamond

**MITCH HOROWITZ**  
Rosco

**PAUL & CHRISTY HUGHES**  
Time Investor

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Jewelers Mutual  
Insurance Group

*J*

**MANOJ JAIN**  
MS Gems

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Global Liquidators

*K*

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**DAVID KOWALSKI**  
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Precious Imports, Leslies

**STEVEN KRETZER**  
SK Gems, Elle, Carla, Nancy B

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Livingstone, Artistry

**DAWN LIGHT**  
D'Light Refiners

**ROBERT LOVING**  
Time Delay

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**PHILLIP GABRIEL MAROOF**  
Royal Chain Group

**DAN McDANIEL**  
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**MAC McTEIGUE**  
McTeigue

**ALOK MEHTA**  
IDD

**JASON MILLER**  
Diamond South

**RICK MORRIS**  
Benchmark

*N*

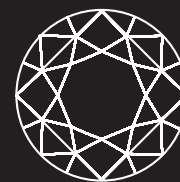
**BILL NEWNAM**  
Southern Jewelry News

**BARBARA NOLIN**  
BRM - Basden Risk  
Management

**KATE NORTH**  
GN Diamond, LLC

*O*

**JOSEPHINE P. O'HARA**  
MWI



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Manalapan, NJ 07726  
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# Associate Membership Roster

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Cas-Ker

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TREY PRICHARD  
American Ring Source

*R*

TIM ROARK  
Tim Roark Imports

BOB ROSE  
Roseco

JOHN ROWLETT  
Gottlieb & Sons

RENEE RUSSELL  
Cas-Ker Co.

*S*

ADAM SCHAPER  
Namano Diamonds

REBECCA SHAMWELL  
Tracy Pearls By Rebecca

CHRISTOPHER SHERRER  
Gabriel

DAVE SIMINSKI  
United Precious Metal  
Refining

RENEE SINGER  
Start To Finish

STEVE SINGER  
Start To Finish

MARK SMITH  
Southeastern Findings

RON STEELE  
Geib Refining

ALLEN STRICKLIN  
Allison Kaufman

STEVE STRICKLIN  
Midwest Closeouts

*T*

VIKEN TOROSSIAN  
Viken's Jewelry  
Manufacturing

A.J. TOSYALI  
Benchmark

*U*

TONY UNDERWOOD  
Texas Institute of Jewelry  
Tech at Paris Jewelry College

JUDY UPTON  
Judy Carter and Associates

*W*

TIM WATTS  
Shah Luxury/Carizza

MATT WESDORP  
Jewel-Craft

KERRY WHITT  
Kerry Whitt & Co.

LIBBY WILLIAMS-BROWN  
Atlanta Jewelry Show - SJTA

GARY WOODS  
Southern Jewelers Services

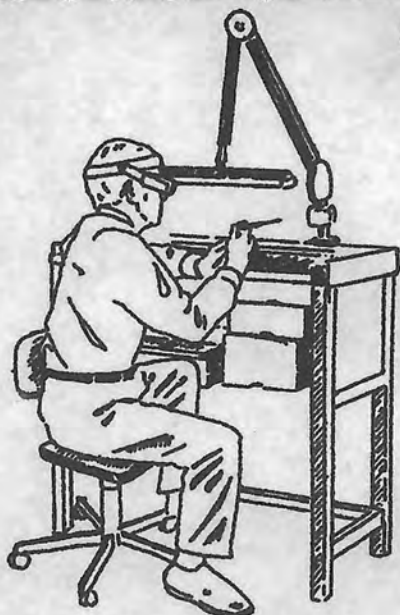
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Danny Clarke 2014-2016	Tim Sherrer 1998-2000	Jimmy Ray Smith 1987-88	David Ginn 1974-75	James L. Hasty* 1965-66	Jim Pitts* 1955-56
Jared Nadler 2012-2014	Kelley Winn* 1997-98	Ronnie Ware 1986-87	Joe Duck* 1973-74	Frank Bromberg, Jr. 1964-65	Garfield Goodwin* 1953-55
Nick Sanders 2010-2012	Doug Doggett 1995-97	Jim Ingram* 1984-86	Roger Butler 1972-73	William Spidle* 1963-64	Raymond Hipp* 1952-53
Don Lowe 2008-2010	David Hudson 1994-95	Hoyt Young* 1983-84	Paul Moore* 1971-72	Lamar Ware* 1962-63	William N. Neville* 1951-52
Nancy Dawkins 2006-2008	Richard White 1992-94	Tom Peoples 1981-83	Charles Ray Martin* 1970-71	Dwight Raff* 1961-62	Ben Ash* 1950-51
Marshall Sanford 2004-2006	Alan Dailey 1991-92	Gene Poole 1979-81	Russell Benefield* 1969-70	Pinky Koss* 1959-61	Raymond Hoffman* 1949-50
John Poole 2002-2004	Willis Michaels* 1990-91	Keith Byrd 1977-79	Elton Johnson* 1968-69	Kalman Shwarts* 1958-59	Robert Bromberg* 1947-49
Ken Kirkland 2001-2002	Pat Costello 1989-90	Ray Thomas* 1976-77	Paul Vining* 1967-68	Claude Moore* 1957-58	*Deceased

## Associate Members Serving on the Board of Directors Alabama Jewelers Association



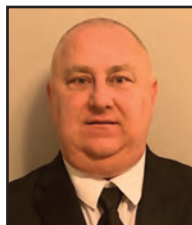
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Renee Singer  
Start to Finish



Arthur Back  
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1/7 cts	\$175	\$120	\$95
1/5 cts	\$200	\$155	\$125
1/4 cts	\$250	\$175	\$155
1/3 cts	\$305	\$245	\$175
3/8 cts	\$395	\$310	\$265
1/2 cts	\$495	\$350	\$295
5/8 cts	\$750	\$550	\$450
3/4 cts	\$995	\$750	\$550
9/10 cts	\$1450	\$1150	\$895
1 cts	\$1750	\$1295	\$995
1.25 cts	\$2450	\$1595	\$1295
1.50 cts	\$3495	\$2595	\$1850
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2013	Arthur Back
2012	Kathy Brackett
2011	Gene Callaway
2010	John Falotico
2009	Brent Johnson
2008	Renee Singer
2007	Craft Maier
2006	Bill Harrison
2005	Judy Carter
2004	Ralph Williams
2003	Steve Singer
2002	Tommy Gardner
2001	Sammy Turner
2000	Pat Graves
1999	Marsha Dunsker
1998	Don Carpenter
1996	Hamit Tosityali
1995	Jed Dunsker
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## *2018 Associate of the Year*



### **Beverly Goddard**

Oh Wow... What a big surprise and honor being named Alabama Jewelers Associate Of the Year!! I'm very happy to be a part of this awesome organization. I would like to express my deepest gratitude to the Alabama Jewelers for believing in me. I truly appreciate and value everything I've learned from each of you and your continued support. Mostly, I so treasure and value all your friendships. I look forward to many more fun successful years with the Alabama Jewelers Association.

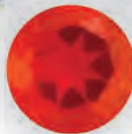
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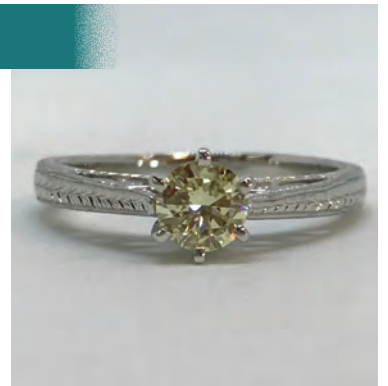


*Sterling Silver Bracelet With Diamond*

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*Hand Engraved Solitaire Ring*

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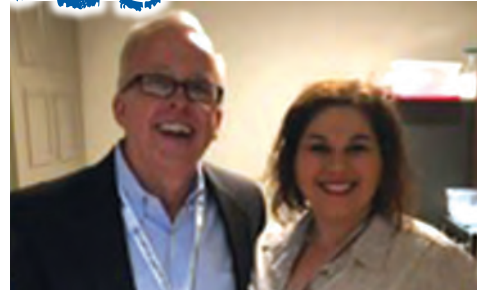
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