

2022 Alabama Jewelers Convention

April 1-3, 2022 • Birmingham, AL

Alabama
Jewelers
Association



DOUBLETREE
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BIRMINGHAM



Inside This Issue...

- 2022 Convention Schedule
- Speakers for the 2022 Convention –
Introducing Konrad Darling & Tammy Lail
- AJA Scholarship Program Details
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- Upcoming Events Registration Forms

**Featured
Above:**
Winning Entries
from AJA Design
Competitions
2017 - 2020

Winter 2022

Alabama Jewelers Association



Alabama Jewelers Association

Executive Director: Nancy Dawkins

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

AlabamaJewelers@icloud.com
AlabamaJewelers.us

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for the

Annual Convention?

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AJA President's Message

Dear Alabama Jewelers Association Members,

We want to welcome everyone to the 2022 Alabama Jeweler's Convention at the Doubletree By Hilton Perimeter Park in my home city of Birmingham! It's conveniently located on Highway 280 right next to Perry's Steakhouse - a personal favorite of mine!

Last years event in Montgomery was one of our best attended events and this year should be no exception. Birmingham has a lot to offer! We will have a great event with industry education from Graduate Gemologist and gemstone expert Konrad Darling and Tammy Lail.

I encourage everyone to continue to find their take away from this convention to use directly on the sales teams and utilize it 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.

Lastly, I personally look forward to our time together in person and that we gain knowledge in our ever so changing industry.



President

Ryan Snuggs
Bromberg & Co.
Birmingham, AL



Warmest regards,
M. Ryan Snuggs
AJA President

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What Jewelers Need to Know About Trade Show Safety and Security



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With trade shows kicking in to gear this year, it's important to refresh your memory of the jewelry security measures necessary for in-person events.

With extravagant booths, award-winning designs, and the opportunity to meet new customers and greet existing ones, it may seem like more of a celebration than a business affair. Don't forget who else may be in attendance, though. Criminals mark their calendars for these action-packed events too, and after a year in quarantine, may be turning out in even larger numbers this upcoming season.

With such vast quantities of high-value merchandise all in one place, criminals are naturally drawn to what could potentially be the heist of their careers. This is especially true if you're in a large, busy city such as New York or Las Vegas, where theft may be a greater risk.

Thankfully, most shows themselves are highly secured within the exhibition space they're held in. The risk of your safety being compromised may be relatively low during the show, but it's much higher before and after.

Keep these safety tips in mind to boost your security during all phases of jewelry trade shows:

Before the Show

- Check with your insurance company and review your coverage limits.
- Arrange for your line to be shipped to the show by an armored courier service.
- If you can't have it shipped, immediately utilize the vaults at the location of the trade show – never trust that your hotel safe will suffice.
- Book a reputable hotel that is highly secure and secure all locks on the room doors. Also, use the peephole when someone knocks.
- Be discreet and don't share your plans or identity with other travelers. Consider creating a cover story, like you're visiting family or going to a business conference. Get creative and be prepared to give a few specifics in case additional questions are asked about your itinerary.
- Try not to look like a tourist. Get familiar with where you need to go before you depart.
- If the security offered at the trade show is lacking or non-

existent, contemplate whether it's worth the risk to even go in the first place.

During the Show

- Never leave the booth unattended during show hours.
- Provide one-on-one attention to each customer.
- Show only one item at a time. If masks are being worn, it's a good idea to ask for ID before showing an item.
- Regardless of how many times you must go in and out, your displays should always be locked up.
- Utilize a wrist key holder or other accessory to ensure that your keys are not easily accessible. It will also prevent you from setting them down and forgetting them somewhere.
- Switch thefts are common at trade shows, so carefully re-examine each piece after it was handled by another person.
- Whether it's with merchandise or markers, trays should always be filled so you can quickly recognize any discrepancies.
- Only wear your badge at the venue or official sponsored events.

After the Show

- Take your badge off immediately after leaving the show so criminals can't identify you.
- Showing and selling your jewelry is meant for the trade show floor, not informally back at your hotel room after hours.
- For the safety of you and your customers, ship all jewelry that is bought at the show.
- Even if you are not returning with additional merchandise, avoid displaying any bags, cases, or other branded merchandise of show vendors that could potentially make you a target.
- Arrange for a ride to pick you

up and avoid hailing a cab at all costs.

Stay safe and secure - enjoy the show

Whether exhibiting or attending, everyone wants to be able to enjoy their first public industry event following lock-down. To ensure the most productive, headache-free experiences during this highly anticipated trade show season, make sure to create a comprehensive security plan that includes the show safety policy and any checklists you think will come in handy. Then, meet with your staff to review the recommendations and address questions or concerns so your

team can get ahead of any potential threats quickly and confidently.

The anticipation and excitement of reuniting with our peers, clients and customers face-to-face is evident in the industry. Taking these simple steps before, during, and after your upcoming trade shows will give you and your team peace of mind so you can make the most of the events.

Make sure to check out A *Jeweler's Guide to 24/7 Security* at jewelersmutual.com/jeweler-security-guide for more great tips on protecting your business from unexpected threats.

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

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G R O U P

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MARK YOUR CALENDARS...

2022 Alabama Jewelers Convention

**APRIL 1-3, 2022
BIRMINGHAM, AL**



DOUBLETREE

by Hilton™

PERIMETER PARK
BIRMINGHAM

The Annual Convention Registration Form is on Page 20 of this Newsletter.
For more information go to www.AlabamaJewelers.us



Discovery Tables at the Convention

Sunday, April 3rd • 8:30am - 3:00pm

There will be more than 25 vendors displaying jewelry and services for you to visit throughout the day.

Come shop with your Alabama Sales Reps.

*It's the Perfect Time to Shop
for Mother's Day Merchandise!*



2022 Annual Convention Schedule

APRIL 1-3, 2022 **DOUBLETREE BY HILTON PERIMETER PARK** **8 PERIMETER PARK S, BIRMINGHAM, AL 35243**

FRIDAY, APRIL 1ST

5:00 – 10:30pm Hospitality Suite OpenCyress on 8th Floor
Pick up your Informational packets, eat, drink, and get to know your fellow jewelers!

SATURDAY, APRIL 2ND

6:30 – 10:00am BreakfastMade Market Hotel Lobby

10:00am – 3:00pm Leave Hotel for Barber Vintage Motorsports Museum Guided Tour (\$27.00)
or Shopping and Lunch at the Summit.....Meet in the Hotel Lobby

4:30 – 6:30pm Hospitality Suite OpenCyress on 8th Floor
Pick up your Informational packets, eat, drink, and get to know your fellow jewelers!

6:30 – 7:00pm Presidents Reception..... Patio/Poolside

7:00 – 8:00pm Dinner..... Camellia

8:00 – 9:00pm Comedian/Magician Brian Reaves..... Camellia

9:00 – 10:00pm Hospitality Suite OpenCyress on 8th Floor

SUNDAY, APRIL 3RD

6:30 – 10:00am BreakfastMade Market Hotel Lobby

8:00 – 8:30am Discovery Tables & Jewelry Design Contest SetupDaffodil

8:30 – 9:30am Registration & Light Breakfast.....Main Hallway and Daffodil

8:30am – 3:00pm Discovery Tables OpenDaffodil

9:30 – 10:30am Speaker Tammy LailMagnolia 3 & 4

10:30 – 11:00am Break

11:00 – 12:00pm Speaker Konrad DarlingMagnolia 3 & 4

12:00 – 12:30pm Break

12:30 – 2:00pm Past Presidents LuncheonMagnolia 1 & 2
Jewelry Design Contest & Lifetime Awards

Until 3:00pm Discovery Tables Still Open.....Daffodil

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

2022 Convention Speakers

Konrad A. Darling – DARLING GEM IMPORTS

Konrad Darling is C.O.O of family owned Darling Imports, a color gemstone wholesaler operating since 1992. He has been fully involved with the company since 2011 with roles in sales, marketing, and inventory purchasing.



Convention Topic: Navigating the wasteland of color gemstone information online

"I was doing some research online and found this color gemstone I like, how can I get it from you?" How many times have you heard this question? In the era of Etsy and multitude of online retailers it's a safe assumption this happens weekly. But, how many of you have felt comfortable handling this question, successfully? The world of color gemstones

is vast and there is just enough information online that can lead your customers astray. I'll be discussing what key information you need to gain and how to create realistic expectations to help you feel confident in selling color stones. Color is my passion and I hope it will be yours too!

Tammy Lail – INDEPENDENT CONSULTANT

Tammy Lail is a successful business leader that has worked in the Jewelry industry for the last 28 years. During that time worked at Stuller Inc serving many leadership roles including Production, Materials Control, Procurement, Metal Fabrication, Die Striking, Precious Metals Recovery, Corporate Operations, and Merchandising. She is currently an Independent consultant helping businesses improve operations, systems, and leadership coaching.



Convention Topic: Customer Engagement

86% of customers are willing to pay a higher price for a better experience. How do you rate your service and overall customer experience? In

this session we will work through strategies from the initial conversation to the methods you use to thank a customer for the business.

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Begin Creating Your Designs for the

2022 AJA Design Competition

Entering a design contest is a great way to bring attention to your store and/or your jeweler(s). The PR that a winner receives is invaluable. AJA membership offers many benefits, and the publicity you'll receive as a winner far exceeds the cost of your yearly dues.

Consider an entry in every category - this not only increases your chances of winning but it also makes for a more fun and exciting competition.

For more details, contact Nancy Dawkins
at (205) 526-5710 or
visit www.AlabamaJewelers.us

These are the Categories:

- o **CATEGORY 1:** Materials cost \$1,000 & Under
- o **CATEGORY 2:** Materials cost between \$1,001 & \$3,000
- o **CATEGORY 3:** Materials cost \$3,001 & Over
- o **CATEGORY CAD/CDM:** Materials cost may vary
- o **PEOPLE'S CHOICE**
- o **BEST IN SHOW**

The Official Rules of Entry are on www.AlabamaJewelers.us

The Design Competition Registration Form is on Page 22 of this Newsletter.

Visit The AJA Website!



Alabama
Jewelers
Association

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!

Follow Us On



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Alabama
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The 2022 Scholarship Program

Applications are due Friday, March 18th, 2022.

Ask not what you can do for the Alabama Jewelers Association, but what the Alabama Jewelers Association can do for you.

The AJA is one of the strongest State Jewelry Associations in the country, and we are adding another benefit for our members.

Since 2020, the AJA has awarded two (2) scholarships annually in the amount of \$500 each, to two AJA members to put towards their continuing education in the jewelry industry.

The scholarship will be awarded on Sunday, April 3rd, 2022 at the Annual Convention, which will be held at the Doubletree By Hilton Perimeter Park in Birmingham, Alabama.

REQUIREMENTS FOR AJA SCHOLARSHIP APPLICANTS AND RECIPIENTS:

- The AJA Scholarship Applicants and Recipient(s) must be at least 18 years old (or older) before the first day of the Annual Spring Convention.
- Each Applicant and Recipient must be currently in the jewelry industry in some form before the date of the application submission and must have at least one (1) year of experience in the jewelry industry.
- By accepting this Scholarship, the Recipient has agreed to attend one (1) Qualifying Jewelry Program (listed online)
- Applicant and Recipients must be a member of AJA and current with their yearly dues. (Applicant may be employed by a company that is a current member of AJA.)
- Application must include one (1) Letter of Recommendation for the Applicant.

The Official Rules of Entry are on www.AlabamaJewelers.us

The AJA Scholarship Program Registration Form is on Page 23 of this Newsletter.

Saturday Night Entertainment



ALABAMA'S #1 CORPORATE EVENT ENTERTAINER

"Brian's talk inspired me, gave me chills and nearly brought me to tears because he did more than just invite us to enjoy his magic; he challenged us to believe in our own. He challenged us to believe in miracles."
Javacia Bowser, SeeJaneWriteBham.com

SATURDAY, APRIL 2ND
Show starts at 8:00pm
Camellia Room



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AS IT BURSTS ACROSS THE FACE OF A CHILD.

AJA raised over **\$5,400** in 2021.

So lets see how much more we can raise in 2022!

Table Challenge at Sunday's Luncheon to raise money for JFC. Bring cash, check or credit card to help your table win the challenge.

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Anna Bensman

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Saltwater 2021



September 30th - October 3rd, 2021





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Amergem Imports - Greg Bayer • American Ring Source - Trey Prichard
Southern Gates/Cargo Hold - Doris Butler



Save the Dates!

September 29 - October 2

Saltwater 2022

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- ◆ Kim International – Bill Harrison
- ◆ Edgewater, Earth Grace & Global Liquidators
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- ◆ Costar Imports
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- ◆ Izi Creations – David KOWALSKI
- ◆ Aarush Diam, Prime Mountings & Dynamic Design
– Arthur Back
- ◆ Pink Diamond
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- ◆ Shefi Diamonds – Sammy Turner
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- ◆ Oro International – Eric Weber
- ◆ Allison-Kaufman – Allen Stricklin
- ◆ KR Diamond Limited LTD – William Frost
- ◆ Victor Corp. – Jeff Yother
- ◆ Carpenter Diamond Distributors
- ◆ American Ring Source – Trey Prichard
- ◆ TimeInvestor – Cristy & Paul Hughes
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- ◆ Southern Jewelers Services – Gary Woods
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- ◆ Southern Gates – Doris Butler
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- ◆ Malo Band – Gregory Nuggent
- ◆ McTeigue – Michael McTeigue
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ALABAMA JEWELERS ASSOCIATION 2022 ANNUAL CONVENTION REGISTRATION FORM



**Doubletree by Hilton Perimeter Park, Birmingham, Alabama
Friday – Sunday, April 1st – 3rd, 2022**

For Room Reservations: Go To www.AlabamaJewelers.us or Call 205-972-1141; Use Code: AJA
Special Convention Room Rate starting at \$129.

Room Block Ends Thursday, March 17th, 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 # _____ @ \$150.00 Each = \$ _____
Includes Breakfast Saturday & Sunday, Hospitality Suite Friday & Saturday Night, Dinner & Entertainment Saturday Night & Education Seminars and Past President Luncheon Sunday.

FULL REGISTRATION FOR CHILDREN (5-12 Years) # _____ @ \$50.00 Each = \$ _____

SATURDAY NIGHT & SUNDAY # _____ @ \$125.00 Each = \$ _____
Includes Dinner & Entertainment Saturday Night & Education Seminars and Past President Luncheon Sunday.

SATURDAY NIGHT ONLY # _____ @ \$80.00 Each = \$ _____
Includes Dinner & Entertainment Saturday Night.

SUNDAY ONLY # _____ @ \$40.00 Each = \$ _____
Includes Education Seminars and Past President Luncheon Sunday.

Total Registration Amount = \$ _____

Additional Guest(s) Names: _____
(If More Space Is Needed, Please List Additional Guests On A Separate Sheet)

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 • Website: www.AlabamaJewelers.us

2022

Calendar of Events

Atlanta Jewelry Show
Atlanta, GA
Saturday, March 5th
& Sunday, March 6th

Alabama Jewelers Association
Yearbook Deadline
Friday, March 11th

IJO
San Antonio, TX
Saturday, March 12th –
Tuesday, March 15th

JIS Spring
Miami Beach, FL
Sunday, March 13th –
Tuesday, March 15th

Room Block Deadline
at Doubletree By Hilton for
AJA Annual Convention
Thursday, March 17th

Alabama Jewelers Association
Scholarship Application Deadline
Thursday, March 19th

Alabama Jewelers Association
Design Competition
Registration Deadline
Tuesday, March 29th

Alabama Jewelers Association

2022 Annual Convention
Birmingham, AL
Friday, April 1st – Sunday, April 3rd

Luxury By Invitation Only
Las Vegas, NV
Wednesday, June 8th
& Thursday, June 9th

JCK and Luxury for all buyers
Las Vegas, NV
Friday, June 10th – Monday, June 13th

Alabama Jewelers Association
Winter Newsletter Deadline
Thursday, June 30th

IJO
Washington DC / National Harbor
Saturday, July 23rd – Tuesday, July 26th

RJO
Minneapolis, MN
Saturday, July 30th – Monday, August 1st

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

Alabama Jewelers Association
Saltwater 2022
Orange Beach, AL
Thursday, September 29th –
Sunday, October 2nd

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

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Jewelry Scrap & Byproducts from Jewelry Manufacturers,
Retailers, Repair Shops and Pawnshops.*



Materials processed to recover
precious metals:

- Karated Scrap • Dental Scrap
- Bench Sweeps • Crucibles & Slags
- Scrap Silver • Polishings • Filings & Grindings
- Tools • Carpet • Floor Sweeps
- Blower Sweeps • Sink Sludge • Stone Removal

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2022 AJA JEWELRY DESIGN COMPETITION
JEWELRY DESIGN COMPETITION ENTRY FORM
ENTRY DEADLINE - TUESDAY, MARCH 29TH, 2022



REGISTRATION FEE: \$25.00 Per Design, Per Category - Waived For 1st Time Entry
Payment For Entry Is Due Before Design Competition Begins
Jeweler May Submit One Design Per Category In The Competition.

SELECT YOUR JEWELRY DESIGN COMPETITION CATEGORY

(Based on cost of materials only NOT the retail value of the finished item.)

- _____ **o CATEGORY 1:** *Materials cost \$1,000 & Under* _____ **o CATEGORY 3:** *Materials cost \$3,001 & Over*
 _____ **o CATEGORY 2:** *Materials cost between \$1,001 & \$3,000* _____ **o CATEGORY CAD/CDM:** *Materials cost may vary*

DETAILED DESCRIPTION OF EACH ENTRY IS REQUIRED

(If Possible, Include A Sketch or Photo)

CATEGORY 1 ENTRY - Total Cost of Materials \$ _____

Detailed Description of Piece

CATEGORY 2 ENTRY - Total Cost of Materials \$ _____

Detailed Description of Piece

CATEGORY 3 ENTRY - Total Cost of Materials \$ _____

Detailed Description of Piece

CATEGORY CAD/CAM ENTRY - Total Cost of Materials \$ _____

Detailed Description of Piece

DESIGNER CONTACT INFORMATION

Designer Name: _____ **Employer/Store Name:** _____

(Please Fill-In ALL Information For Our Files)

Phone Number: _____ **Fax Number:** _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Email Address: _____ **Number of Years at the Bench:** _____

*****Please advise AJA about your entry prior to Tuesday, March 29th, 2022*****
*****Entries must be at the Design Competition Desk by 8:30am on April 3rd, 2022*****

The Official Rules of Entry are on www.AlabamaJewelers.us

ALABAMA JEWELERS ASSOCIATION - JEWELRY DESIGN COMPETITION

Contact: Anna Alexander About Your Entry

Phone: 256-227-1469 • **Email:** Anna@HobbsJewelers.com • **Website:** www.AlabamaJewelers.us



ALABAMA JEWELERS ASSOCIATION 2022 SCHOLARSHIP PROGRAM



APPLICATION DEADLINE - FRIDAY, MARCH 18TH, 2022

Since 2020, the AJA has awarded two (2) scholarships annually in the amount of \$500 each, to two AJA members to put towards their continuing education in the jewelry industry.

This year, the scholarships will be awarded on Sunday, April 3rd, 2022 at the Annual Spring Convention in Birmingham, Alabama.

REQUIREMENTS FOR AJA SCHOLARSHIP APPLICANTS AND RECIPIENTS:

- The AJA Scholarship Applicants and Recipient(s) must be at least 18 years old (or older) before the first day of the Annual Spring Convention.
- Each Applicant and Recipient must be currently in the jewelry industry in some form before the date of the application submission and must have at least one (1) year of experience in the jewelry industry.
- By accepting this Scholarship, the Recipient has agreed to attend one (1) Qualifying Jewelry Program (listed below)
- Applicant and Recipients must be a member of Alabama Jewelers Association and current with their yearly dues. (Applicant may be employed by a company that is a current member of Alabama Jewelers Association.)
- Application must include one (1) Letter of Recommendation for the Applicant.

Upon receipt of this Scholarship, the Recipient has six (6) weeks to enroll in a course at one of the following Qualifying Jewelry Programs:

- GEMOLOGICAL INSTITUTE OF AMERICA (GIA) • NEW APPROACH JEWELRY SCHOOL • AMERICAN GEM SOCIETY (AGS COURSE)

Upon enrollment, the \$500 Scholarship check will be sent to the Recipient's chosen program.

AJA SCHOLARSHIP APPLICATION FORM

Full Legal Name: _____

(Please Fill-In ALL Information For Our Files)

Employer Name: _____

Employer Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

Number of Years in the Jewelry Industry: _____ Current Position: _____

ANSWER THE FOLLOWING QUESTIONS:

In a few short sentences, please tell us what Jewelry Experience you currently have, include how many years you have been in the jewelry industry:

In a few short sentences, please explain why you would like to receive a scholarship, including what you will do with the scholarship if received:

Send AJA Scholarship Application and Letter of Recommendation to AlabamaJewelers@icloud.com

The Official Rules of Entry are on www.AlabamaJewelers.us

ALABAMA JEWELERS ASSOCIATION

Address: 2802 Lurleen B Wallace Blvd., Northport, AL 35476

Phone: 205-526-5710 • Email: AlabamaJewelers@icloud.com • Website: www.AlabamaJewelers.us



2802 Lurleen B Wallace Blvd.
Northport, AL 35476

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

The advertisement features a background of faint, handwritten-style text. On the right side, there is a photograph of an open, dark brown jewelry box with a yellow interior. Inside the box lies a large, ornate diamond necklace with multiple circular and oval-cut diamonds set in a complex, Art Deco-inspired design. On the left side, the text "LEVYS" is prominently displayed in a large, bold, black serif font. Below it, "FINE JEWELRY" is written in a smaller, black, all-caps sans-serif font, followed by "SINCE 1922" in an even smaller font. Further down, the phrases "Buying estates daily" and "Memo Available to rated accounts" are written in a black, italicized serif font. At the bottom left, the contact information "DOWNTOWN BIRMINGHAM • 205-251-3381" and the website "WWW.LEVYSFINEJEWELRY.COM" are listed in a black, all-caps sans-serif font. At the bottom right, there are four social media icons: Facebook, Pinterest, Instagram, and TikTok, each rendered as a diamond shape with its respective logo color.