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April 12-14, 2024

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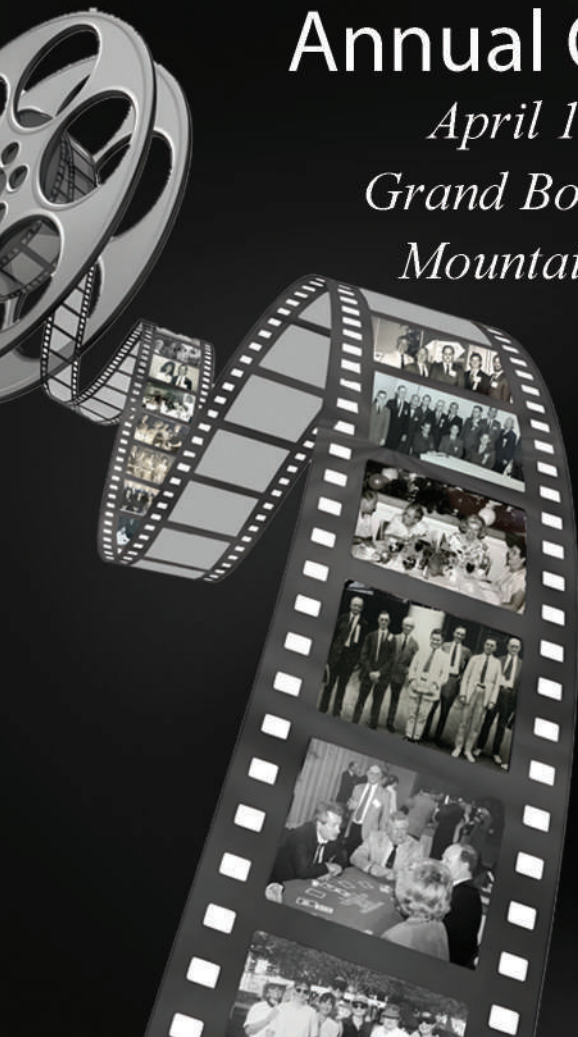
Mountain Brook, AL

Alabama
Jewelers
Association

100th
ANNIVERSARY

CELEBRATION

2024 Winter Edition





Alabama Jewelers Association

Alabama Jewelers Association

Executive Director: Nancy Dawkins

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AJA President's Message



President
Megan Sherrer-Neel
Lou's Jewelry
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Happy New Year! As we enter this time of the year, I begin to reflect on what last year looked like, not only in my life, but also in my family business. Last year my husband and I celebrated 10 years of marriage.

For us, and so many, this is a milestone. Every year, clients come in to celebrate BIG milestone anniversaries with each of us retailers, and in turn, we get to celebrate those with them. This year, I have several clients celebrating 50 years of marriage. Just yesterday, I met a lady celebrating her 90th birthday. Our industry is FULL of celebrations.

There is one celebration I'd like you to be present for and be a part of: Alabama Jewelers Association 100th Anniversary. This April 12-14th, in Birmingham, AL, at the Grand Bohemian Hotel, the Alabama Jewelers Association Board will be hosting a celebration like none other in our industry. This is OUR milestone anniversary and it's time to celebrate it! The 100th anniversary for any organization is a significant achievement and one to be recognized. Our weekend will be filled with fun, starting with a roaring 20's party, then a night full of music and a "Jewelers for Children" Champagne Toast, and Sunday is, of course, full of education, the design contest, and more fun.

I look forward to seeing many of you, this April, at our 100th Anniversary Celebration. I'm sure I will be seeing many familiar faces and some not so familiar. If you've never been to an AJA event, then this is THE one to attend! I'd like to personally invite you, on behalf of the entire board, to come and experience the fun, education, and excitement. Come see what the buzz is all about and what has kept AJA alive for a century. Just in case you need a familiar voice and new friend before you arrive, feel free to call me anytime, Megan Sherrer-Neel, Lou's Jewelry, 251-473-1706.

Visit TDC at BOOTH # 734-736

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Streamline Your Workflow & Delight Customers with Jewelry Appraisal Solution

As a jeweler, you're the expert on appraisals. They build trust with your customers, help determine the estimated retail replacement value, and facilitate smooth transactions. But the traditional appraisal process can be time-consuming and cumbersome, often involving manual data entry and lengthy turnaround times, taking you or your staff away from interacting with customers.

Here's where the innovative Jewelry Appraisal Solution comes in, designed to help simplify the way you handle appraisals and enhance your customer experience.

Simplified for You

- Pre-built template: Say goodbye to starting from scratch! The Jewelry Appraisal Solution provides a ready-made appraisal template, saving you precious time and ensuring consistency. Simply fill in the blanks with specific details of the piece, and retail pricing, based on your expertise.
- Seamless co-branding: Strengthen your brand identity by personalizing appraisals with your logo and contact

information to help build trust with your customers and reinforce professionalism within your jewelry business.

- Ease of use: Utilize the Jewelry Appraisal Solution on the Zing[®] Marketplace at jewelersmutual.com/zing, a one-stop shop for jewelers. Its user-friendly interface allows you to create appraisals with ease, submit information for claims and gain access to a suite of other products designed to help revolutionize your business.

Exceed Your Customers' Needs

- Immediate access: Customers receive their appraisals instantly via email, complete with a printable PDF format for their convenience. No more waiting periods or lost paperwork.
- Future reference: Appraisals are securely stored in your account, accessible for both you and your customers anytime. This allows for easy referencing and streamlines repeat business.
- Transparency and trust: Clear and detailed appraisals help to build trust with your customers. They gain valuable insights into the retail replacement value of their pieces and more, ultimately fostering a positive relationship.

Beyond Efficiency, Additional Benefits

- Accurate valuations: The Jewelry Appraisal Solution leverages industry-leading gemstone retail pricing data from Gemworld.
- Insurance opportunities: Offer seamless integration with insurance applications, making it easier for customers to protect their treasured pieces. Each Jewelers Mutual[®] insurance application completed generates additional revenue for your business.
- Enhanced customer service: Streamlining the appraisal process allows you to focus on personalized details and build stronger relationships with your customers.

Discover how our solution can transform your appraisal process, saving you time, boosting efficiency and satisfying your customers.

Ready to get started and streamline your appraisals? Submit an interest form for the Jewelry Appraisal Solution at jewelersmutual.com/jewelry-appraisal-solution. Our team is eager to respond and get you signed up!



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Diamonds & Bubbles

Saturday - April 13

Purchase the commemorative champagne flute and enjoy endless champagne on Saturday evening.

Plus two lucky winners will get a flute that contains a half carat diamond!

Proceeds will benefit Jewelers for Children.



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

100th Anniversary Convention Schedule

APRIL 12-14, 2024

FRIDAY, APRIL 12th

6:00 – 10:00PM Roaring 20's Celebration.....3rd Floor Private Dining Room
Sponsored by Judy Carter & Assoc
Get your 20's attire out to step back 100 years. Pick up your Informational packets, eat, drink, and have a roaring good time with your fellow jewelers!

SATURDAY, APRIL 13th

7:00 – 10:00AM Breakfast3rd Floor Restaurant

STARTS AT 9:06AM Golf Tournament.....Highlands Golf Course, Birmingham, AL
We have 4 tee times starting at 9:06. Sign up will be cut off after the first 16 players are confirmed.

OPEN Free DayMountain Brook
Visit beautiful Botanical Gardens or the Zoo. Shop and have lunch or a spa day, all within walking distance.

5:30 – 6:30PM Presidents Cocktail Reception.....1st Floor Grand Bohemian Ballroom Foyer/Lawn
Sponsored by Jewelers of America & Jewelers Mutual. Cocktail Attire

6:00PM Diamonds & Bubbles Benefiting 1st Floor Grand Bohemian Ballroom Foyer
Jewelers for Children Toast
Sponsored by Levy's Fine Jewelry & MS Gems

6:30 – 8:00PM Dinner..... 1st Floor Grand Bohemian Ballroom

8:00 – 10:00PM Cashmere Williams and Second Nature 1st Floor Grand Bohemian Ballroom

SUNDAY, APRIL 14th

7:00 – 10:00AM Breakfast3rd Floor Restaurant

8:00 – 9:00AM Jewelry Design Contest Setup 1st Floor Grand Bohemian Ballroom Foyer
Pieces need to be entered here by 9AM

8:30 – 9:30AM Registration & Continental Breakfast 1st Floor Grand Bohemian Ballroom Foyer

9:30 – 10:45AM 'Creating Showtime Moments'..... 1st Floor Grand Bohemian Ballroom
Brian Reaves
Does your company create "Showtime Moments" - unforgettable customer interactions that set you apart? Brian Reaves' signature 3-step system shows your team how to make every interaction magical, boosting sales and loyalty. It's a masterclass in putting your clients in the spotlight and leaving lasting impressions. Ready to shine? Get ready to learn how to turn your clients into your biggest fans!

10:45 – 11:00AM Break 1st Floor Grand Bohemian Ballroom Foyer

11:15 – 12:30PM 'Navigating the Future of Diamonds:..... 1st Floor Grand Bohemian Ballroom
Lab-Grown vs. Natural - A Retailer's Perspective'
Tammy Lail
In recent years, the diamond industry has witnessed a significant shift with the emergence and increasing popularity of lab-grown diamonds. These man-made gems offer consumers an alternative to traditional natural diamonds. As a jewelry store retailer, it's crucial to understand the changing landscape of the diamond market and how to respond effectively. This session aims to equip retailers with the knowledge and strategies needed to thrive in this evolving industry.

12:30 – 2:30PM Past Presidents Luncheon 1st Floor Grand Bohemian Ballroom
Jewelry Design Contest, Scholarship & Lifetime Awards

**IF YOU HAVE ANY QUESTIONS OR WOULD LIKE MORE INFORMATION:
CONTACT CONVENTION COORDINATOR - NANCY DAWKINS (205) 526-5710**



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2024 Convention Speakers



Brian Reaves — ALABAMA'S PREMIERE CORPORATE MAGICIAN

Brian Reaves is an internationally known, award-winning illusionist and speaker who has performed all over the United States for over 25 years. He has won "Magician of the Year" five times - voted by his peers in the International Brotherhood of Magicians, is the 2016 World Champion of close-up sleight of hand magic, and 2020 People's Choice Award winner for close-up. Recently he was voted an audience favorite by the attendees of his TEDx talk. He is also the author of "Ignore the Impossible: Problem-Solving with a Magician's Mindset" and "Metamorphosis: Transform Your Leadership", which were released to stellar reviews. With extensive experience both in the art of illusion and in corporate training, Brian's presentation is guaranteed to be unforgettable!

TOPIC - "CREATING SHOWTIME MOMENTS"

SUNDAY, APRIL 14 | 9:30AM

Does your company create "Showtime Moments" - unforgettable customer interactions that set you apart? Brian Reaves' signature 3-step system shows your team how to make every interaction magical, boosting sales

and loyalty. It's a masterclass in putting your clients in the spotlight and leaving lasting impressions. Ready to shine? Get ready to learn how to turn your clients into your biggest fans!



Tammy Lail — OWNER OF TSL SOLUTIONS LLC

With over 15 years of executive leadership experience, Tammy has consistently demonstrated excellence in various facets of business operations. Having spent over 27 years at Stuller Inc, Tammy showcased exceptional leadership abilities across multiple departments, including Operations, Finance, Supply Chain, Marketing, and Merchandising. This extensive experience has endowed Tammy with a deep understanding of the intricacies of business management in the Jewelry Industry. Beyond her professional accomplishments, Tammy is a dedicated mother to four wonderful adult children, demonstrating her commitment to both her career and her family. In the last three years, Tammy has embarked on an entrepreneurial journey as the owner of TSL Solutions

LLC. Here, she has harnessed her expertise to make a significant impact on the jewelry industry by assisting organizations in enhancing profitability, streamlining processes, optimizing inventory practices, and developing robust strategies and business plans. With her wealth of experience and a passion for excellence, Tammy continues to be a driving force in the business world, serving on board and continuing to help companies achieve their goals and flourish in today's competitive landscape.

TOPIC - NAVIGATING THE FUTURE OF DIAMONDS: LAB-GROWN VS. NATURAL - A RETAILER'S PERSPECTIVE

SUNDAY, APRIL 14 | 11:15AM

In recent years, the diamond industry has witnessed a significant shift with the emergence and increasing popularity of lab-grown diamonds. These man-made gems offer consumers an alternative to traditional natural diamonds. As a jewelry store retailer, it's crucial to understand the changing landscape of the diamond market and how to respond effectively. This session aims to equip retailers with the knowledge and strategies needed to thrive in this evolving industry.

Audience: This session is ideal for jewelry store owners, managers, sales associates, and anyone interested in understanding the evolving diamond market.

Session Objectives:

1. Explore the key differences between lab-grown and natural diamonds.
2. Understand the growing consumer demand for lab-grown diamonds.
3. Examine the ethical and environmental considerations associated with both types of diamonds.
4. Develop strategies for effectively marketing and selling lab-grown and natural diamonds.
5. Discuss the role of education and transparency in customer interactions.



Begin Creating Your Designs for the

2024 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 26 of this Newsletter.

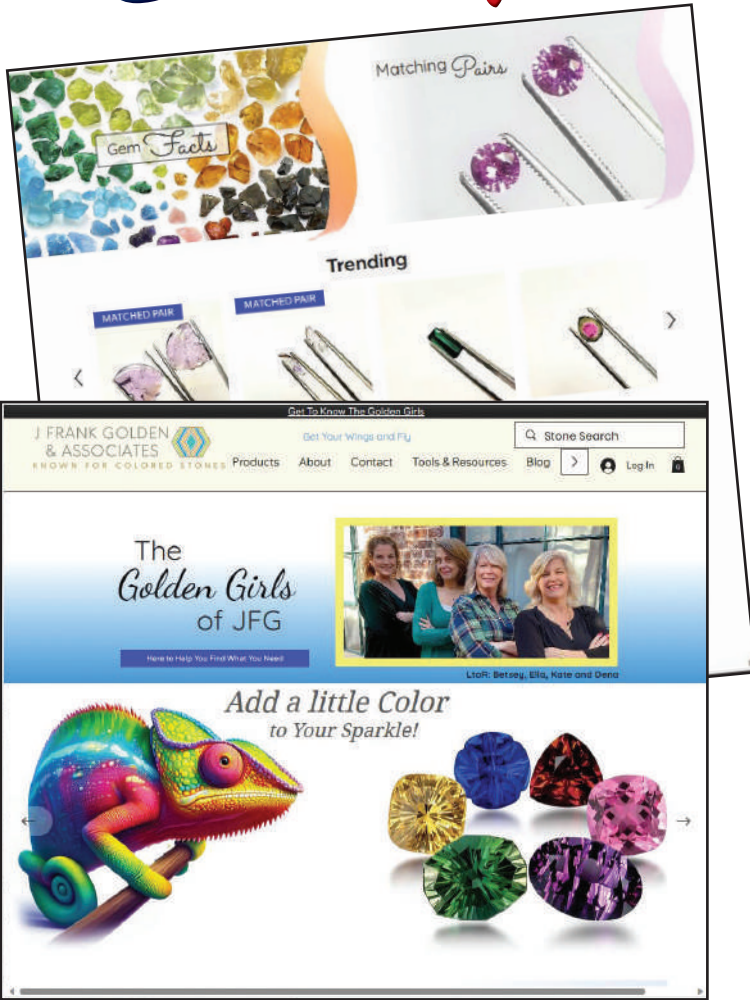


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JFG Announces



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- ✦ Membership area
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Along with all the existing features you love!

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The 2024 Scholarship Program

Applications are due Wednesday, March 20, 2024

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 14th, 2024 at the Annual Convention, which will be held at the Grand Bohemian Hotel in Mountain Brook, 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 27 of this Newsletter.

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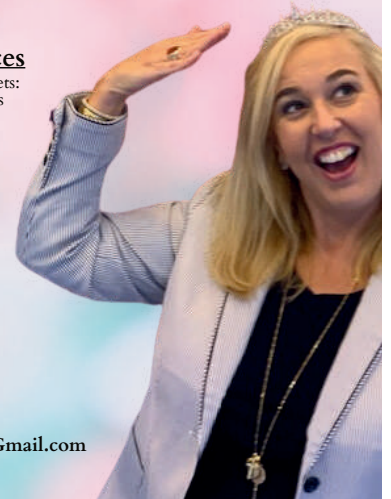
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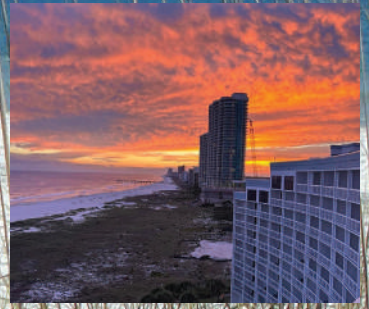
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SPEEDWIRE
STAR GEMS, INC - Anish Desai
ALLISON-KAUFMAN - Bill Harrison
JEWELS BY IRINA, INC
MS GEMS
INTERCONTINENTAL DIAMONDS - Steve Ehrmann
UNEEK - John Rowlett
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— Anna Alexander, Alexander's Jewelry

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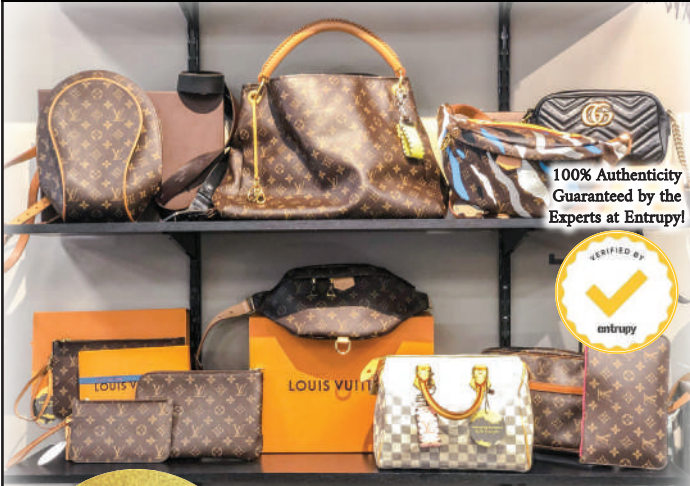
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ALABAMA JEWELERS ASSOCIATION 2024 CONVENTION REGISTRATION FORM

Grand Bohemian Hotel Mountain Brook, Alabama

Friday- Sunday, April 12th – 14th, 2024

Room Reservation: www.alabamajewelers.us or call 205-414-0505

Special Convention Room Rate starting at \$309

(Room Block Ends March 22nd, 2024)

Name _____ Spouse or Guest(s) _____

Company _____

Phone _____ Mobile _____

Address _____ City _____

State _____ Zip _____ Email _____

(Please fill-in all information for our files)

Convention Registration Options

<p><u>Full Convention Registration: \$299</u> Includes: Roaring 20's Party, Friday Night Breakfast Saturday & Sunday Saturday Cocktail Reception Saturday Night Dinner & Band Sunday Education Classes Past President Luncheon Swag Bag</p> <p># _____ @ \$299 = \$ _____</p>	<p><u>Saturday Night and Sunday Registration: \$275</u> Includes: Saturday Cocktail Reception Saturday Night Dinner & Band Sunday Breakfast Sunday Educational Classes Past Presidents Luncheon Swag Bag</p> <p># _____ @ \$275 = \$ _____</p>
<p><u>Saturday Night Only: \$250</u> Includes: Saturday Cocktail Reception Saturday Night Dinner & Band Swag Bag</p> <p># _____ @ \$250 = \$ _____</p>	<p><u>Sunday Only: \$99</u> Includes: Continental Breakfast Sunday Education Classes Past President Luncheon Swag Bag</p> <p># _____ @ \$99 = \$ _____</p>
<p><u>Saturday Add-On Options</u> We will contact you when we have more info but to help with numbers, please indicate if you are interested in these options.</p> <p># _____ Golf Tournament – Price, Location & Time TBA</p>	<p><u>Saturday Night Diamonds and Bubbles: \$100</u> This add-on option for Saturday Night allows you an endless flute of champagne with a commemorative champagne flute to use for Saturday Evening. Two lucky glasses will contain a half carat diamond. Proceeds benefiting Jewelers for Children.</p> <p># _____ @ \$100 = \$ _____</p>

Additional Guest(s) _____ (Please add Additional Guest on a separate piece of paper)

PAYMENT: CHECK ENCLOSED _____ SEND ME AN INVOICE TO PAY ONLINE _____

Alabama Jewelers Association - 2802 Lurleen B. Wallace Blvd., Northport, AL. 35476

205-526-5710 alabamajewelers@icloud.com www.alabamajewelers.us



2024 Calendar of Events



Atlanta Jewelry Show
Cobb Galleria Center
Atlanta, GA
March 16-17, 2024

2024 Yearbook Copy Deadline
March 20, 2024

AJA Scholarship
Application Deadline
March 20, 2024

Grand Bohemian Room Block
Deadline
March 22, 2024

JIS Spring
Miami Beach Convention Center
March 17-19, 2024

AJA Design Competition
Registration Deadline
April 9, 2024

100th Anniversary Celebration
Grand Bohemian Hotel,
Mountain Brook, AL
April 12-14, 2024

Luxury
The Venetian Expo
Las Vegas
May 29-June 3, 2024

JCK
The Venetian Expo
Las Vegas
May 31-June 3, 2024

AJA Summer Newsletter Deadline
June 28, 2024

IJO
Chicago, IL
July 13-16, 2024

RJO
St Louise, MO
August 3-5, 2024

Prime Jewelry Group
Boston, MA
August 12-13, 2024

Atlanta Jewelry Show
Cobb Galleria Center
Atlanta, GA
August 24-26, 2024

AJA Saltwater 2024
Island House Hotel
September 26-29, 2024

JIS Fall 2024
Miami Beach Convention Center
October 6-9, 2024

AJA Winter Newsletter Deadline
January 15, 2025



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Series SM56R: Round Center

CENTER	DIA	TW	LIST	7% QP
6.5MM	.33CT	TW	\$495	\$460
7.0MM	.33CT	TW	\$520	\$484
7.5MM	.33CT	TW	\$525	\$489
8.0MM	.33CT	TW	\$530	\$493



Series SM56VL: Oval Center

CENTER	DIA	TW	LIST	7% QP
6.5x4.5	.30CT	TW	\$485	\$451
7x5	.30CT	TW	\$490	\$456
7.5x5.5	.32CT	TW	\$515	\$479
8x6	.32CT	TW	\$520	\$484
8.5x6.5	.33CT	TW	\$535	\$498
9x7	.35CT	TW	\$575	\$535

WB56: Diamond Band

DIA	TW	LIST	7% QP
.30CT	TW	\$395	\$367

The band matches both rings.

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2024 Alabama Jewelers Association Jewelry Design Competition
Grand Bohemian Hotel
Mountain Brook, Alabama
Sunday, April 14th, 2024
Entry Form

Registration Fee \$25.00 per design, per category – Waived for 1st time entry
Jewelers may submit one design per category in the competition.
Deadline for entries – Tuesday, April 9th, 2024

*****Please advise AJA about your entry before Tuesday, April 9th, 2024*****
*****Must have entries at the Design Competition Desk with display at 8:30am on April 14th*****

Designer Name _____ Store Name _____
Email _____ Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Number of Years at the Bench _____

Select Your Category (based on cost of materials only – NOT the retail value of the finished item)

1) \$1,000 & Under ____ 2) \$1,001 to \$3,000 ____ 3) \$3,001 & Over ____

Entry #1 – Total Cost of Materials \$ _____

Detailed Description of Piece *Required* (if possible, include a sketch or photo)

Entry #2 – Total Cost of Materials \$ _____

Detailed Description of Piece *Required* (if possible, include a sketch or photo)

Entry #3 – Total Cost of Materials \$ _____

Detailed Description of Piece *Required* (if possible, include a sketch or photo)

Entry #4 CAD/CAM – Total Cost of Materials \$ _____

Detailed Description of Piece *Required* (if possible, include a sketch or photo)

*Please contact Anna Alexander about your entry:
Call (256) 227-1469 or email anna@hobbsjewelers.com*

****PAYMENT FOR ENTRY IS DUE BEFORE DESIGN COMPETITION BEGINS****

For Office Use Only:

Paid Date: _____ **Paid Via:** Check _____ Cash _____ Credit Card _____

Payment Accepted By: _____

ITEM DROP OFF BY: _____ **ITEM PICK UP BY:** _____



Alabama Jewelers Association Scholarship Requirements and Application

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 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 a qualifying jewelry program

Application and Recipients must be a member of AJA and current with yearly dues. (Applicant may be employed by a company that is a current member of AJA).

Application must be sent in with one (1) letter of recommendation for applicant

Applications are due by March 20th, 2024

Upon receipt of this scholarship, recipient has six weeks to enroll in a course at Gemological Institute of America (GIA), New Approach Jewelry School or American Gem Society (AGS Course). Upon enrollment a scholarship check will be sent to one of the above-mentioned courses.

Alabama Jewelers Association will award two (2) scholarships in the amount of \$500 each.

Send Scholarship Application and Letter of Recommendation to:

alabamajewelers@icloud.com

Scholarship Application

Full Legal Name: _____

Employer Name: _____

Employer Address: _____

City _____ State _____ Zip Code _____

Email: _____

Years in Jewelry Industry: _____ Current Position: _____

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:

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The advertisement features a pair of Art Deco earrings displayed in a jewelry box. The earrings are made of white metal and feature a large central round brilliant-cut diamond. The design is symmetrical and geometric, with a central diamond surrounded by smaller diamonds and accented with dark blue enamel. The earrings have a teardrop shape with a pointed bottom. The jewelry box is lined with a light-colored, textured material and has a dark border with a yellow zigzag pattern. The background of the advertisement is a light, textured surface.

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Four social media icons are arranged horizontally at the bottom right of the advertisement. From left to right, they are: Facebook (blue diamond), Pinterest (red diamond), Instagram (blue diamond), and TikTok (black diamond with a white and red logo).