

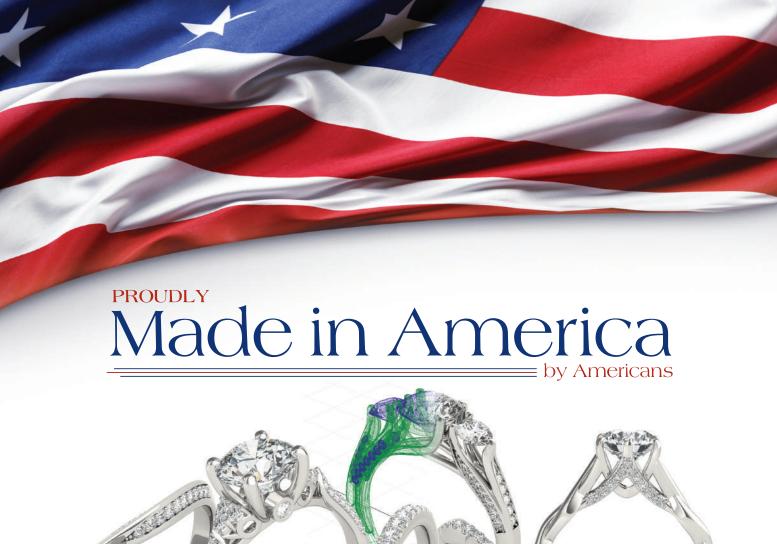
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Congratulations to incoming AJA President Joseph Denaburg!

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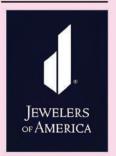




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AGA President's Message

Pelcome to Alabama Jewelers Association's Spring convention. This is the weekend to get educated and recharge for the coming year. A weekend full of top-notch speakers, conversation and lots fun. It a time that we get to share ideas, talk about the ever-changing industry that we are in and see old friends while making new ones.

Our industry is constantly changing, just look at the price of gold and how lab grown diamonds have impacted our day-to-day sales. As I am writing this, gold is currently creeping to over \$3,000 an ounce. I remember when gold hit \$1,000 an ounce and when lab grown diamonds were "out of reach". As the jewelry industry has changed, so have each one of our businesses. It's the eb and flow that we have all become accustomed to.

This year is also a year of change for AJA. As the Spring Convention closes, you will have a new president and new officers. I am excited to see what this new board has in store for next year's convention. It has been an honor to serve on the AJA board for over a decade. Thank you for being so supportive of me as president.



President

Megan Sherrer-Neel

Lou's Jewelry

Mobile, AL

Megan Sherrer-Neel

Megan Sherrer-Neel AJA President





AGA Executive Officers



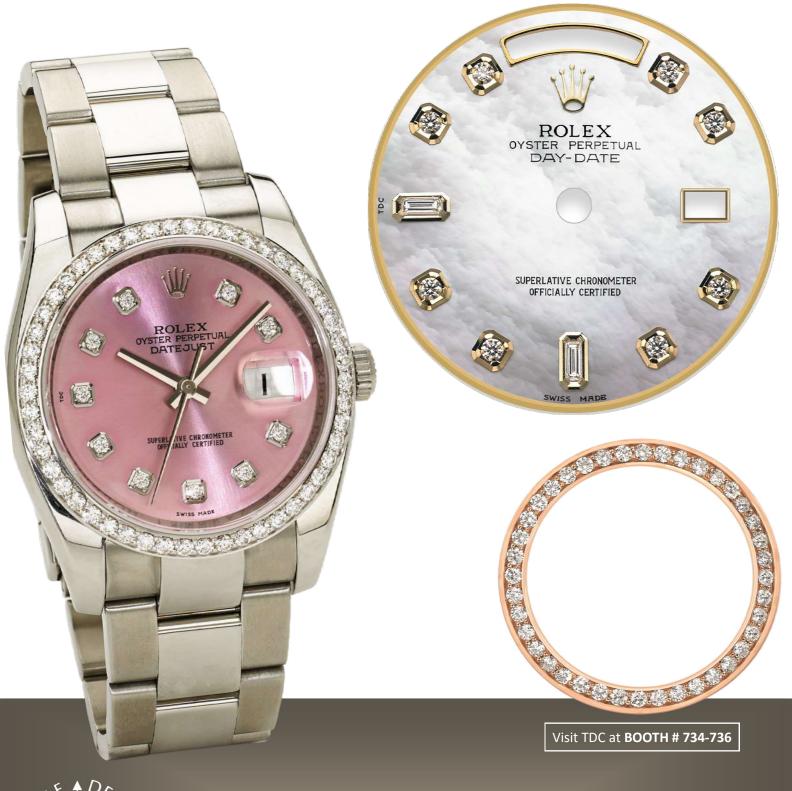
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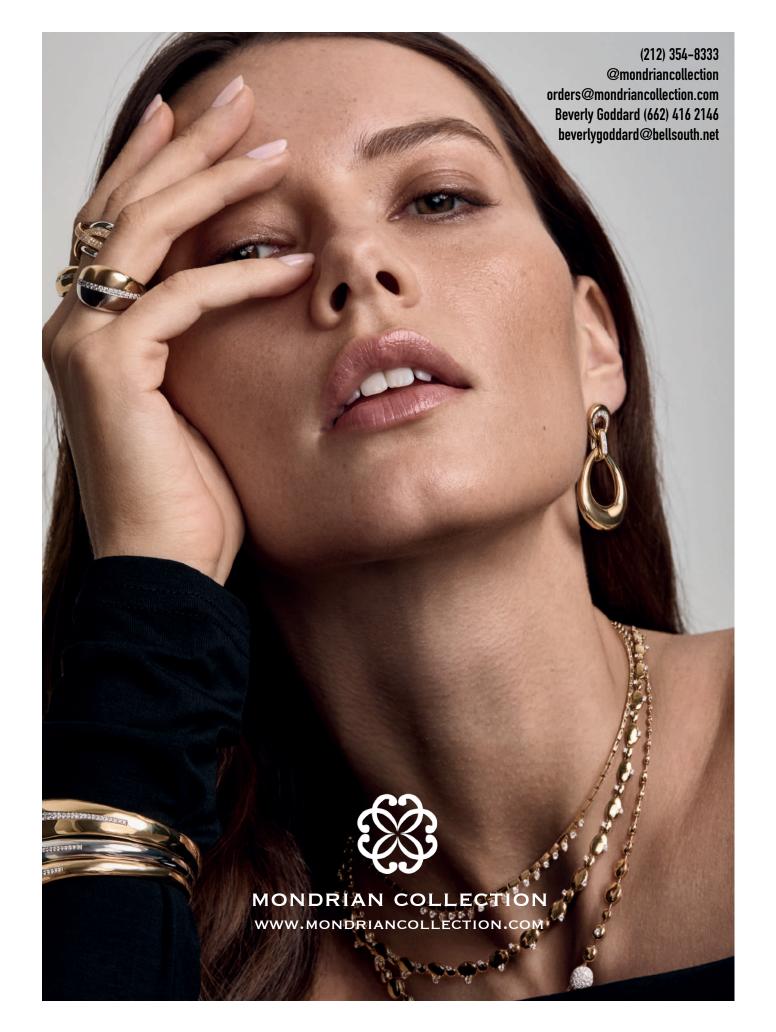
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2025 Convention Speakers

ALABAMA JEWELERS AND JEWELERS OF AMERICA LEARNING WORKSHOP



Tammy Lail
OWNER, TSL SOLUTIONS, INC.

Tammy Lail is an accomplished business leader with a proven track record of driving profitability and operational efficiency across diverse industries. As the owner of TSL Solutions LLC, she specializes in guiding businesses through the development and implementation of strategic initiatives that improve performance, streamline operations, and generate significant cost savings. Prior to founding TSL Solutions, Lail served in key executive positions at Stuller Inc., where she spearheaded initiatives that boosted revenue and optimized resource management. Her expertise spans operations, finance, and supply chain management, with a particular focus on manufacturing processes and talent development.

TOPIC - LEVERAGE REPAIRS TO GROW YOUR BUSINESS

SATURDAY, APRIL 26 | 1:30PM

Providing a reliable repairs service can be an essential tool in building trust and loyalty with customers. This session will offer tips to effectively leverage repair services as part of your overall business strategy. Learn how to better promote repair offerings, streamline processes for efficiency, and create a seamless experience for customers seeking restoration of their treasured pieces.



Jennifer Shaheen
PRESIDENT, TECHNOLOGY THERAPY GROUP

Jennifer Shaheen, President, Technology Therapy: Jennifer Shaheen is a digital transformation expert, user experience enthusiast, and data insights specialist 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 finance, banking, manufacturing, design, construction, luxury retail, and jewelry. Private equity firms value Jennifer for her ability to deliver sustainable growth and meaningful results when leading the digital launch and rebranding of various organizations.

TOPIC - KEEPING UP WITH AI AND OTHER TECHNOLOGIES CHANGING THE JEWELRY BUSINESS

SATURDAY, APRIL 26 | 3:00PM

Use of Artificial Intelligence (AI) has been leading the latest technological revolution in retail, offering powerful tools that enhance customer experience, optimize operations, and boost sales. Understanding how to effectively harness AI and other new tools could be the difference in keeping pace and staying relevant or going the way of the dinosaur. This session will offer an overview of the top tech trends in retail today and how to leverage these innovations to enhance your toolkit and future-proof your business.

Thank You to our Speakers for sharing their expertise!

2025 Convention Speakers

ALABAMA JEWELERS AND JEWELERS OF AMERICA LEARNING WORKSHOP



Tonya Mitchell

CEO of Inspired Action Coaching and Consulting

Tonya Mitchell is a former Human Resources senior manager and executive steering committee member who directed the Talent and Culture division of a government contractor. She has over 25 years Human Resources expertise and is a certified Senior Professional in Human Resources (SHRM-SCP) and Master Certified Professional Coach and Trainer. She has proven success in talent acquisition, learning and leadership development, culture and engagement to implement change for organizational excellence. Her coaching has helped clients transform performance through high leadership impact.

Tonya is the Founder and Executive Director of Diane's Heart nonprofit. She's the author of "Diane's Heart: Transforming Loss to Purpose and Legacy." She is a graduate of The University of Alabama, Leadership Birmingham Class of 2023 as well as a graduate of Nonprofit Executive Leadership Institute (NELI) - Alabama Association of Nonprofits.

TOPIC - ON THE CUSP: ELEVATE YOUR IMPACT

SUNDAY, APRIL 27 | 9:15AM

We are always on the cusp of greatness—our own personal greatness. However, too often, we stop just shy of evolving to that next level because we've never been there before. The unknown can feel intimidating, and hesitation can keep us from stepping fully into our potential. This session is designed to help you stop waiting and start showing up as your future self—today. Through the On The Cusp framework, you will learn a four-step process that will not only shift your thinking but transform your mindset and actions, ensuring that you elevate your impact in both your personal and professional life.



Suzanne Adams
JEWELRY AND LUXURY RETAIL EXPERT

Suzanne Adams is a seasoned expert in jewelry and luxury retail, with 19 years of experience in the jewelry sector and 24 years in risk management & services. This unique blend of expertise affords Suzanne with profound insights into how a partnership of these elements can significantly enhance sales and elevate the overall customer experience.

Suzanne has collaborated with the largest and most respected partners and brands in the jewelry industry. Her efforts have driven cultural transformation that promote organic growth and redefine best-in-class industry standards. This has been accomplished through curating strategies tailored to each retailer's needs while remaining attuned to an ever-evolving retail landscape.

TOPIC - CLOSE THE SALE: TURN CUSTOMER INTEREST INTO CONFIDENT PURCHASES

SUNDAY, APRIL 27 | 10:30AM

In today's competitive environment, it takes more than just showing beautiful product to seal the deal. You must build trust and understand customer needs that will help guide them successfully. Attend this session for valuable insights on how to enhance the sales approach and ensure every customer walks away confident and excited about their purchase.

2025 Convention Speakers

ALABAMA JEWELERS AND JEWELERS OF AMERICA LEARNING WORKSHOP



John Pollard

SENIOR DIRECTOR OF EDUCATION, INTERNATIONAL GEMOLOGICAL INSTITUTE

John Pollard is Senior Director of Education for IGI, overseeing the institute's education and diploma programs instructed around the world, and designing seminars, workshops, and online courses for clients in all industry sectors, including leading luxury brands. A consultant for producers, laboratories, and retailers on three continents, he has given seminars for JCK Las Vegas, the American Gem Society Conclave, the Gemological Institute of America Alumni Association, and international expos in Beijing and Shanghai, China. A board-certified educator with degrees in gemology, science and music, John has educated thousands of professionals and consumers since joining the industry in 2005.

TOPIC - FOCUS ON SELLING DIAMONDS, PERIOD

SUNDAY, APRIL 27 | 11:30AM

Whether you sell only natural diamonds or have ventured into lab-grown sales, this session will empower you with the skills needed to confidently sell both and appeal to the range of customer preferences. From highlighting the unique attributes of natural and lab-grown, to managing customer questions, learn techniques to ensure your customers walk away informed and excited about their choice.

Thank You to our Speakers for sharing their expertise!



Discovery Tables at the Convention



There will be several vendors displaying jewelry and services for you to visit thoughout the day.

Come shop with your Alabama Sales Reps.

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







Join us on
Sunday, April 27
@ 2:30
In Ballroom A
for a chance
to win some
great prizes!



All donations will benefit Jewelers for Children

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This is your exclusive opportunity to stock up early, connect with trusted vendors, and curate a standout assortment for the most profitable time of year. Registration is now open!



UPCOMING SHOW DATES!



FALL 2025

August 23-24, 2025 2 Day Show Saturday - Sunday

Products & Trends Connections and Community Convenient and Timely Unmatched Southern Hospitality



March 14-15, 2026 2 Day Show Saturday - Sunday

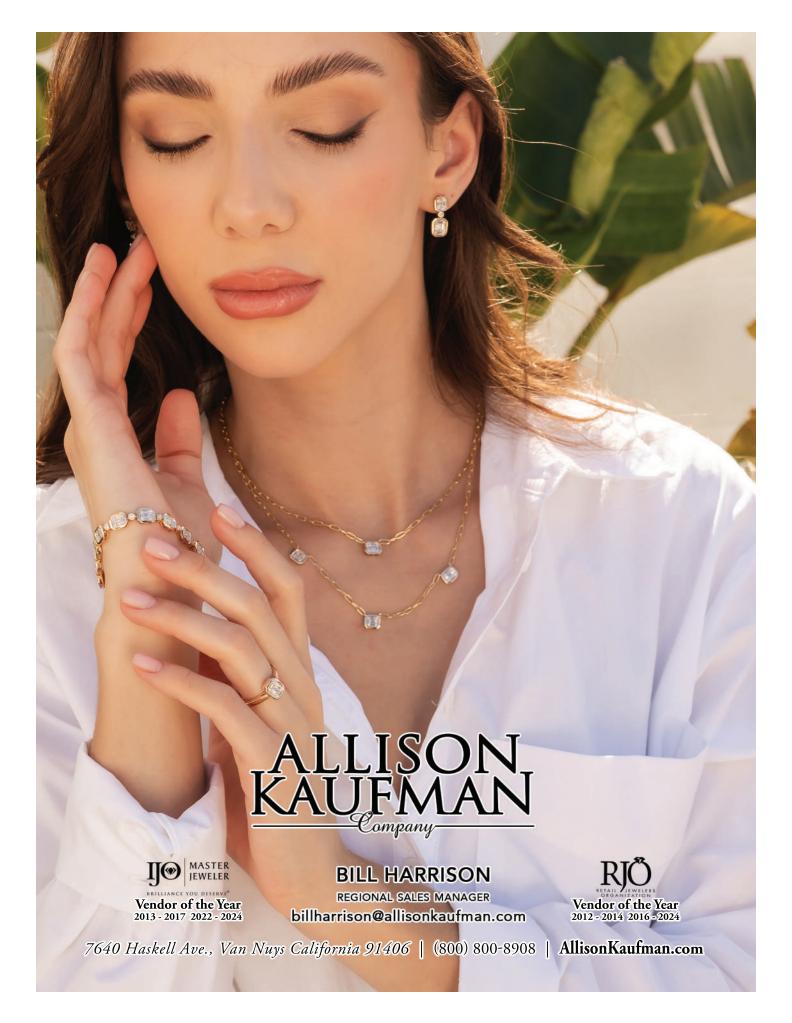
Fresh Products and Resources Immersive Experiences Networking & Education Unmatched Southern Hospitality

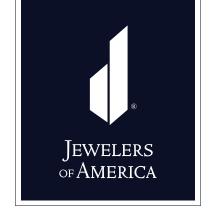












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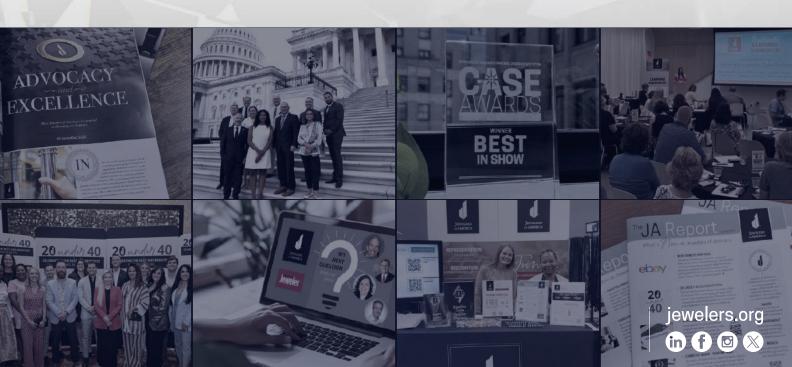
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Alabama Jewelers Association

Alabama Jewelers Association Convention

Featuring Jewelers of America Learning Workshop

April 25-27

Renaissance Hotel & Spa – 201 Tallapoosa St. Montgomery, AL 36104

	<u>Friday, April 25, 2025</u>		
5:00-10:00PM	Hospitality Suite Pick up your informational packets, eat, drink, and get to know your fello		
<u>Saturday, April 26, 2025</u>			
6:30-10:00AM	Breakfast	The House Restaurant	
12:30-1:00PM	Registration/Check-in		
1:15PM-1:30PM	Welcome	Alabama Ballroom A&B	
1:30-2:30PM	Leverage Repairs to Grow Your Business	nd loyalty with customers. This session iness strategy. Learn how to better	
2:30-3:00PM	Round Table Workshop	Alabama Ballroom A&B	
3:00-4:00PM	Keeping up with AI & other Technologies Changing the Jeweli	ry Business	
	Presented by Jennifer Shaheen, President, Technology Therapy Use of Artificial Intelligence (AI) has been leading the latest technological rev that enhance customer experience, optimize operations, and boost sales. Und and other new tools could be the difference in keeping pace and staying releve This session will offer an overview of the top tech trends in retail today and ho enhance your toolkit and future-proof your business.	Alabama Ballroom A&B volution in retail, offering powerful tools lerstanding how to effectively harness Al ant or going the way of the dinosaur.	
4:00-4:30PM	Round Table Workshop	Alabama Ballroom A&B	
5:00-6:15PM	Hospitality Suite	10th Floor 1027	
6:30-7:00PM	President's Cocktail Reception	Alabama Ballroom C, D, & E	
7:00-8:00PM	Dinner	Alabama Ballroom C, D, & E	
8:00-9:30PM	Comedian/Magician Brian Reeves	Alabama Ballroom C, D, & E	
9:30-10:30PM	Hospitality Suite/Gene Callaway Poker Tournament	10 th Floor 1027	

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

Alabama Jewelers Association

Alabama Jewelers Association Convention

Featuring Jewelers of America Learning Workshop

April 25-27

Renaissance Hotel & Spa – 201 Tallapoosa St. Montgomery, AL 36104

	<u>Sunday, April 27, 2025</u>
6:30-10:00AM	BreakfastThe House Restaurant
8:00-8:30AM	Discovery Tables and Jewelry Design Set-upAlabama Ballroom A
8:30AM-3:00PM	Discovery Tables OpenAlabama Ballroom A
9:00-9:15AM	Welcome
9:15-10:00AM	On the Cusp: Elevate Your Impact
10:00-10:30AM	Break
10:30-11:15AM	Close the Sale: Turn Customer Interest into Confident PurchasesAlabama Ballroom A&B Presented by Suzanne Adams, Jewelry and Luxury Retail Expert In today's competitive environment, it takes more than just showing beautiful product to seal the deal. You must build trust and understand customer needs that will help guide them successfully. Attend this session for valuable insights on how to enhance the sales approach and ensure every customer walks away confident and excited about their purchase.
11:15-11:30AM	Break
11:30-12:15AM	Focus on Selling Diamonds, Period
12:30-2:00PM	Past President's Luncheon, Awards and Design Contest Alabama Ballroom C, D, & E
2:00-3:00PM	Discovery TablesAlabama Ballroom A
2:30PM	The Razzle Dazzle Giveaway
3:00PM	AJA Board Member MeetingAlabama Ballroom B

Jewelers for Children Uniting the Jewelry Industry to Help Children in Need



Jewelers for Children (JFC) brings together the jewelry industry to create resources for children in need around the globe. JFC has granted over \$61 million in funds to help children who have experienced catastrophic events, and your support will help JFC give even more. When we work together today, we create magic tomorrow.

JFC gives grants to core nonprofit partners including Make-A-Wish, St. Jude Children's Research Hospital, Elizabeth Glaser Pediatric AIDS Foundation, National CASA/GAL Foundation and the Organization for Autism Research.





WHEN WE WORK TOGETHER TODAY, WE CREATE MAGIC TOMORROW.

AJA donated \$6300 at the 2024 Annual Convention







Attract more clients and convert them faster with AI-powered jewelry marketing software.





Support Jewelers for Children

Throughout the weekend, we will be accepting donations to be entered in our Razzle Dazzle Giveaway!

Thank you to MS Gems and Mike Combs at Premium Wholesale for donating a beautiful, half carat diamond pendant.

There will also be many more other items that will be part of the Razzle Dazzle Giveaway on Sunday at 2:30.

All proceeds will be going to Jewelers for Children!





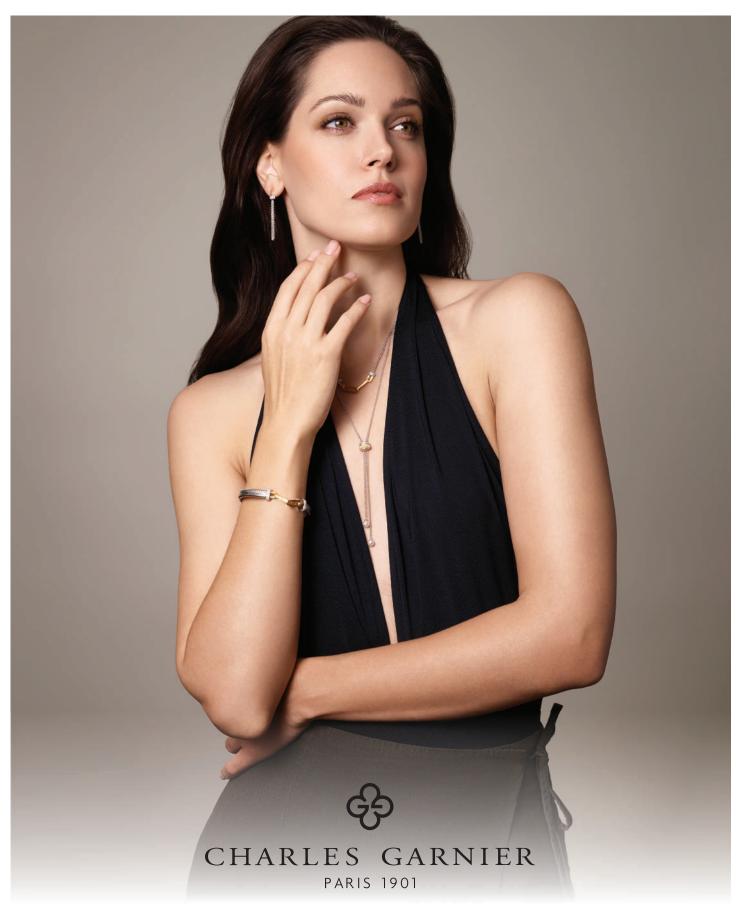


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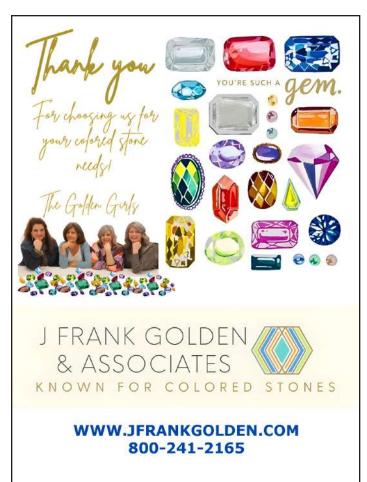
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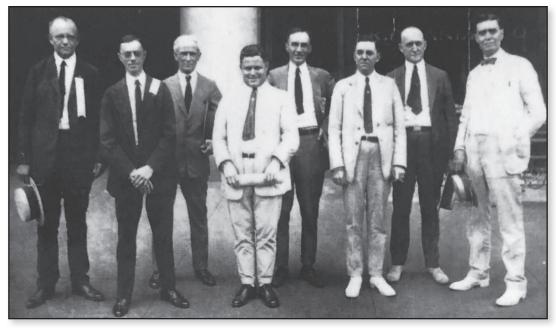






Our Founders

Alabama Jewelers Association



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)



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.



Past Presidents of the Alabama Jewelers Association



Ryan Snuggs	Terri Moore	Ronnie Ware	Paul Moore*	Pinky Koss*
2020 - 2023	2000-2001	1986-1987	1971-1972	1959-1961
Marshall Sanford	Tim Sherrer	Jim Ingram*	Charles Ray Martin*	Kalman Shwarts*
2018-2020	1998-2000	1984-1986	1970-1971	1958-1959
Glenn Manning	Kelley Winn*	Hoyt Young*	Russell Benefield*	Claude Moore*
2016- 2018	1997-1998	1983-1984	1969-1970	1957-1958
Danny Clarke	Doug Doggett	Tom Peoples	Elton Johnson*	J.L. Hoffman*
2014-2016	1995-1997	1981-1983	1968-1969	1956-1957
Jared Nadler	David Hudson	Gene Poole	Paul Vining*	Jim Pitts*
2012-2014	1994-1995	1979-1981	1967-1968	1955-1956
Nick Sanders*	Richard White	Keith Byrd	Ferrell D. Mason*	Garfield Goodwin*
2010-2012	1992-1994	1977-1979	1966-1967	1953-1955
Don Lowe	Alan Dailey	Ray Thomas*	James L. Hasty*	Raymond Hipp*
2008-2010	1991-1992	1976-1977	1965-1966	1952-1953
Nancy Dawkins	Willis Michaels*	Jimmy Smith	Frank Bromberg, Jr.*	William N. Neville*
2006-2008	1990-1991	1975-1976	1964-1965	1951-1952
Marshall Sanford	Pat Costello	David Ginn*	William Spidle*	Ben Ash*
2004-2006	1989-1990	1974-1975	1963-1964	1950-1951
John Poole	Emily Riley	Joe Duck*	Lamar Ware*	Raymond Hoffman*
2002-2004	1988-1989	1973-1974	1962-1963	1949-1950
Ken Kirkland	Jimmy Ray Smith	Roger Butler	Dwight Raff*	Robert Bromberg*
2001-2002	1987-1988	1972-1973	1961-1962	1947-1949
				*Decease

Deceased

A Few AJA Administrations Over the Years



1958-1959 OFFICERS (Left to Right): Pinky Koss, Vice President; Fred Couch, Vice President; Kalman Shwarts, President; Lamar Ware, Secretary; and Dwight Raff, Treasurer.



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 VicePresident; Joe Campbell, Secretary.







ADDIL 12-14, 2024















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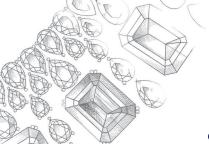






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2024 7. Davie v Carrierti

AGA Design Competition



CATEGORY 1 WINNER • PEOPLE'S CHOICE•

Billie Maske

Levy's Fine Jewelry Birmingham, AL

A Circular Pietersite bezel set in 18kt yg with a sterling silver crescent moon on the front and a full moon on the back.



CATEGORY 2 WINNER

Avani Patel

Avani Pupa Fine Jewelers Mountain Brook, AL

Custom design eternity band featuring natural emeralds and round citrines set in 14kt rose gold, 2 cts of emeralds (approx .20 its each) and .70 ct citrines.



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

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

CATEGORY 3 WINNER

Avani Patel

Avani Pupa Fine Jewelers Mountain Brook, AL

Natural emerald and natural diamonds necklace set in 14kt white and yellow gold.



CATEGORY 4 WINNER (CAD/CAM)

Anthony Isbell

Isbell Jewelers Birmingham, AL

Gents two tone diamond band with 23 pieces individually made and assembled containing 18 diamonds at .25cts each



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

o CAD/CAM: Cost of materials may vary

BEST IN SHOW

Nancy Dawkins

Nancy & Co. Fine Jewelers Northport, AL

Custom 14kt white gold ring with 22.80 ct Swiss blue topaz flanked by 1.50 cts round natural diamonds.



AJA Scholarship Program



The 2024 Winners were...



At last year's convention, the AJA awarded two (2) scholarships in the amount of \$500 each, to two AJA members for their continuing education in the jewelry industry.

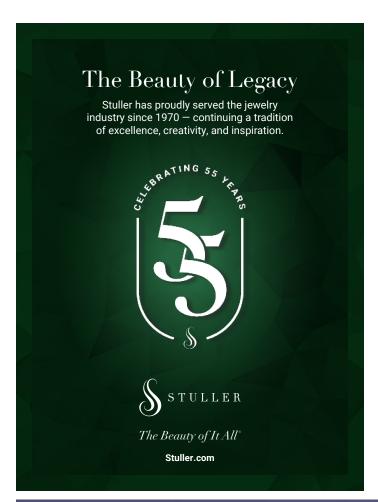
The winners were Becky Sampson (pictured) of Hobbs Jewelers in Athens, AL and Shannah Averette of Hudson Poole Fine Jewelers in Tuscaloosa, AL.

Congratulations!

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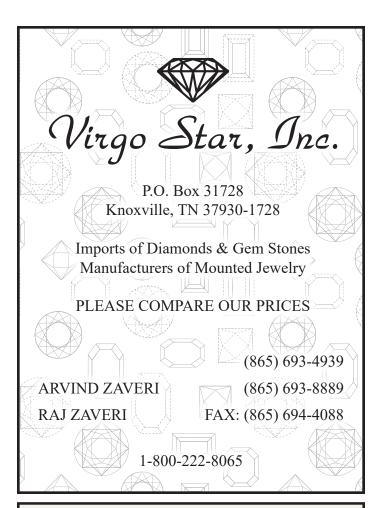


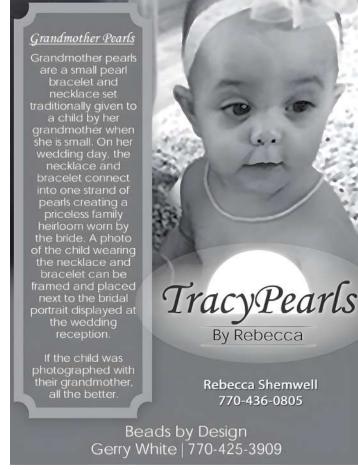
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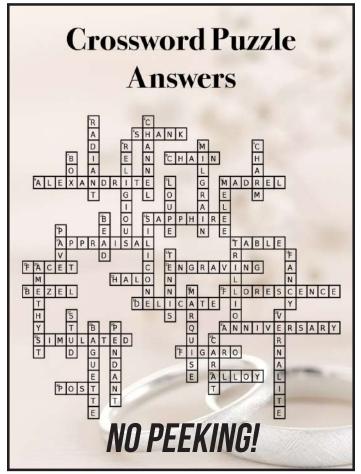


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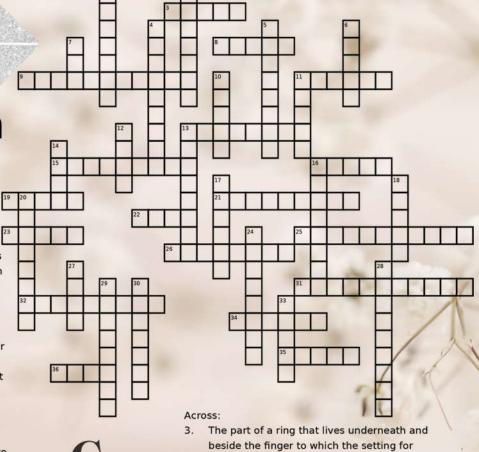
Head,

61

Alabama **Jewelers** Association

Down:

- 1. A type of gemstone cut with a rectangular shape and clipped corners.
- 2. A type of setting where rows of gemstones are held in place by two pieces of metal on either side.
- 4. A style of necklace that celebrates the symbols of different types of faiths.
- A metal design consisting of a row of raised, tiny beads along the edge or border of a piece of jewelry, generally a ring.
- 6. Molded or engraved figures that are meant to represent special events, hobbies, or passions that are significant.
- A chain with square links that look like connected boxes.
- 10. A small magnifying lens used by jewelers to inspect jewelry or gemstones.
- 11. Diamonds that are smaller in size, all under 1/4 carat.
- 12. A gemstone or charm with a hole drilled through the middle so that it can be slid onto a bracelet.
- 13. A synthetic material used to make rubber, plastics, polishes, and lubricants.
- 14. A style of setting where multiple, small gemstones are tightly clustered and adhered with beads of metal.
- 16. A gemstone cut in the shape of a triangle.
- 17. Generally thin and flexible, this type of bracelet consists of a single row of gemstones or diamonds stretching along the entire length of the bracelet.
- 18. A natural diamond whose color falls outside what is considered to be normal range.
- 20. A quartz gemstone that ranges in color from clear purple to bluish violet.
- 24. A type of gemstone cut resembling an oval with points on both ends.
- 27. A style of pierced earring consisting of a single, often round, gemstone in each
- 28. Also known as Chrome Diopside, this rare, natural, untreated gemstone offers unparalleled intense green colors representing the promise of spring
- 29. A type of gemstone shape consisting of a single, rectangular gemstone.
- 30. A decorative ornament that hangs from a necklace, earrings, or pin.
- 33. The actual weight of a single gemstone.



- gemstones is attached.
- 8. A necklace comprised of a series of metallic links.
- A very rare and pricey gemstone that has 9. the ability to change color.
- 11. A device jewelers use to measure ring size; a tapered cylinder with measuring marks.
- 13. Any color of corundum except red.
- 15. A written, detailed evaluation an item's value by a professional.
- 16. The large, flat facet lying at the top of a cut gemstone.
- 19. A flat, polished surface cut into a gemstone.
- The art of cutting decorative lines in metal, wood, or other materials.
- Features a center stone and smaller diamonds encompassing the center stone
- 23. A type of setting where a gemstone is set within a protective, encircling metal band.
- 25. Some diamonds appear to change color when exposed to certain types of light.
- 26. A style of ring that can be more dainty and thinner than other types of rings.
- 31. A ring including three or more diamonds, or other gemstones, placed either in a channel or a prong setting.
- 32. Stones that have the same appearance as natural gemstones, but do not have the same chemical make up, structure, or characteristics.
- 34. A type of chain style where metal links are connected in a repeating pattern.
- A blending of two or more metals.
- 36. The metal stem or backing used to mount a pierced earring.



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