



Alabama Jewelers Association

Spring 2014

Please join us for the 2014 Co-Hosted Alabama & Georgia Convention

April 11th-13th

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President's Message

Dear Alabama Jewelers,

I hope everyone had a very successful holiday season, and the opportunity to take time away to enjoy family and friends.

The cycle begins again! Valentine's Day is over, shows and buying groups have started, and sales reps are on the road convincing us to restock the fast sellers.

Your association is in the process of creating a "New AJA" – You will enjoy a more tech savvy group, offering better communication, blogs, and then some. This is a NEW work in progress, and your board is very excited about it.



I'd like to encourage you to attend our Convention at Callaway Gardens - April 11-13th, co-hosted again with our friends from Georgia. Attending conventions will help grow business in many ways, and we invite you to participate and experience it for yourself!

The educational program presents Sales Guru, Shane Decker, and Marketing Wizard, Jim Ackerman. Both nationally known and respected jewelry consultants and marketers.

Our convention offers an opportunity to share priceless knowledge and camaraderie with fellow jewelers and vendors during our Roundtable discussions, enter your bench jeweler's best jewelry designs in our annual competition, play golf on a PGA Course, Zip-Line through the tree tops, participate in the JFC Charity Auction, and so much more.

As always, the Hospitality Suite will be open throughout the weekend to meet and greet friends old and new. And, on behalf of my eight year old daughter Marley, who would not miss this convention for the world, I encourage you to bring your children (please!!!!).

I am grateful for the contribution and support of so many, and would like to remind every AJA member that this organization belongs to you!

Hope to see everyone at the April Convention!

Jared Nadler GG, AJP (GIA)
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Special Request

Over a year ago, AJA requested that members (retailer and supplier) submit tips which might be useful information to be printed in the newsletter from time-to-time. Our response to this offer has been less than we'd hoped for, and we're reminding you again! Please consider submitting something that inspires you and possibly others - we will credit you and your store or company.

Criteria below:

Submissions must apply to everyone (retail & vendor) who receives the newsletter

Your tips or ideas may be industry specific, or general – However, no 'commercials' please

Submissions are not guaranteed to print, and will not be in any specific issue – determined by available space

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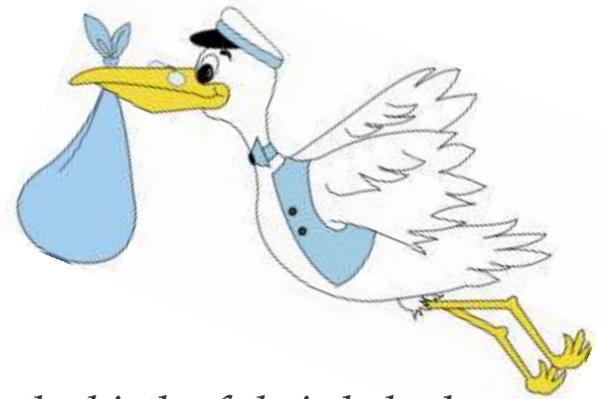
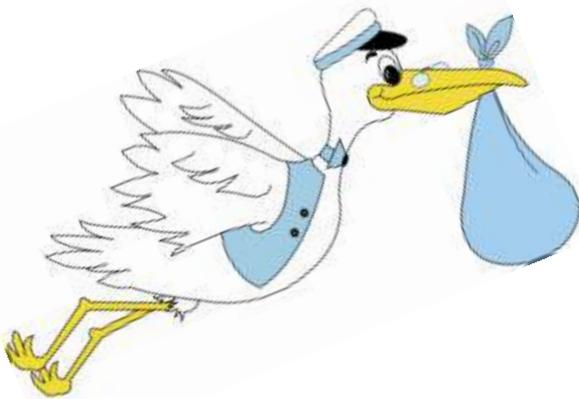
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Abraham Lincoln



Congratulations to Libby & Tim Brown on the birth of their baby boy, Luke Timothy. Libby is the Assistant Show Director for The Atlanta Jewelry Show

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A special THANK YOU to our Advertisers, Sponsors and the many supporters of the Alabama Jewelers Association! We wish to also THANK everyone who is a member of this organization. We exist to serve you! On behalf of the entire AJA board, we are grateful for your continued support & participation!



Mark Your Calendar!

Alabama Jewelers Saltwater Seminar

October 10th-12th
in Beautiful
Orange Beach, Alabama

“A man is but the product of his thoughts. What he thinks, he becomes.”

Mahatma Gandhi



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