



Alabama Jewelers Association

FALL 2013

2013 FALL AJA NEWSLETTER

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President's Message

Dear Alabama Jewelers,

It's a Retail Jewelers favorite time of year, and the signs are everywhere! The weather is cooler, leaves are changing colors, and when it is time to go home to our family and friends, Mr. Sunshine is know where to be found.

Will the last 60+ days of 2013 make or break our year? Darn right it will!

We might ask ourselves - Do I have the right product mix? What am I Missing? Are all the basics covered? Can I afford to pay for the new items purchased? Are we showcasing the latest trends, or will we miss the boat on a new high demand item? This is a lot to consider as a store owner, but a very necessary part of retailing.

When perusing my showcases, I feel at times like I am visiting 'old friends', and also, new enemies - Why do I still have that piece from 3 years ago? You know, that fast turning high demand piece I knew would be an easy sale! Time to say goodbye!

Take advantage of the Holiday traffic. Get rid of 'old friends' in your showcases! Quickly reorder your fast sellers, thank every customer, and spend time with them if possible.

We are in a very competitive industry, and many shopping destinations have a Jeweler, or a store that sells jewelry. We must differentiate ourselves by offering the confidence and trust our customers are expecting.

As an AJA Jeweler, you are considered the expert. Give your customer the experience that they want: Professionalism, integrity and quality products, to name a few. By meeting these criteria, retail jewelers will experience an awesome Holiday Season. I wish that for each and every one of you!

I'd like to encourage you to attend our 2014 Convention at Callaway Gardens April 11-13th. Co-hosted again with our friends from Georgia. I've learned that attending conventions will help grow our business in many ways. Attendees receive excellent training and information from our "best of the best" speakers, and we cannot forget the priceless knowledge and camaraderie received when sharing with fellow jewelers (and vendors) during our Roundtable Discussions... Informal gatherings are great too!

Our convention offers one of the most important benefits of membership. As a member of AJA you can showcase your store's best jewelry designs in the annual Design Competition, play golf on a PGA course, participate in the Jewelers for Children (JFC) and Make-A-Wish Charitable Foundations through our dinner auction (which is loads of fun), and afterwards return to our Hospitality Suite for a Poker Tournament benefitting JFC... or simply enjoy the opportunity to meet new friends, and share moments with those you rarely get to visit.

The 2014 Saltwater Seminar will be held in the Fall of 2014, so stay-tuned for the dates - coming soon.

I wish to thank everyone on the AJA board, and welcome the new members who joined us this year. 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! Please let us know how we can better serve you, and your store's needs.

On behalf of your AJA family, we wish everyone a very healthy and profitable Holiday Season!

Jared Nadler GG, AJP (GIA)
Levy's Fine Jewelry



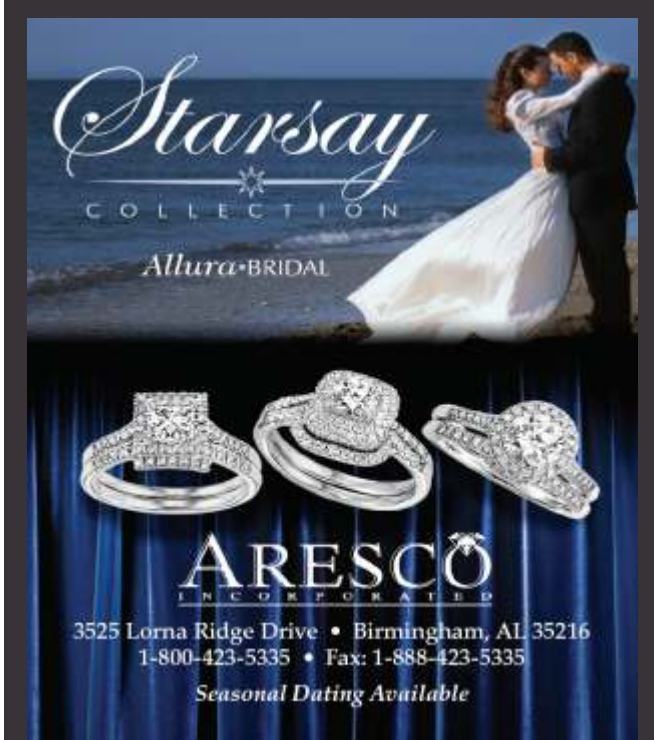


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Our Condolences

Our deepest sympathy is expressed to the families of Frank Figueroa & Ralph Williams.

Frank passed away following a heart procedure and complications, while living and working in Texas with his wife.

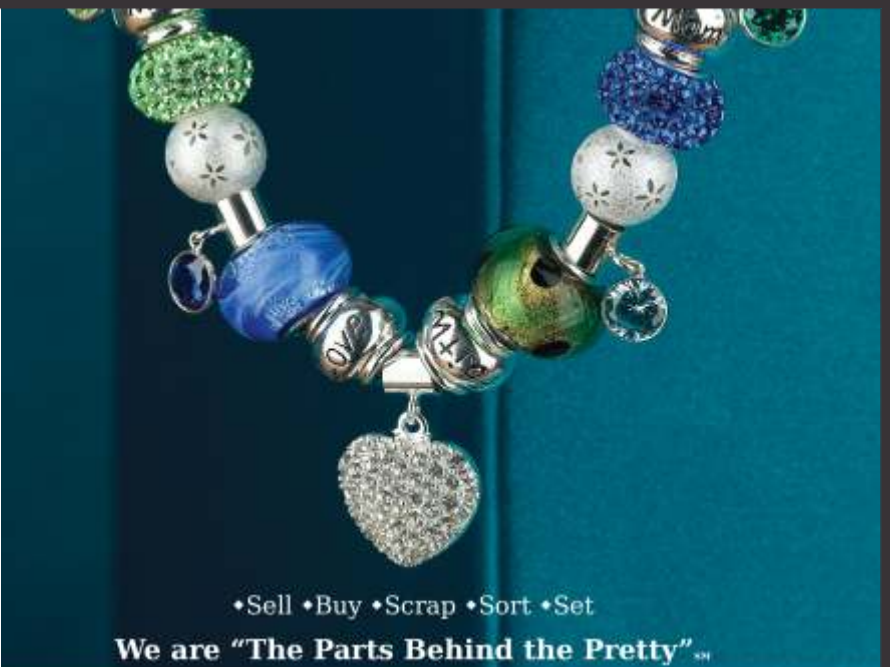
As many of you know, Ralph was the beloved Husband of our AJA Executive Director, Kathy Beall. Ralph's many years of dedication to AJA were often unseen, as he was always behind the scenes to assist Kathy in her duties for conventions, Saltwater, and more. Ralph's affection for his many friends in Alabama will long be remembered.

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Congratulations to Megan Sherrer-Neel!

Megan works with her family at Lou's Jewelry in Mobile. She married Michael Neel on September 29th. Megan also joined the AJA Board of Directors recently – Welcome Aboard!





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"This course has helped me greatly, mainly because I am new to the jewelry industry and had a lot to learn. Thank you for giving me the information, it taught me everything I needed to know to jumpstart my career. I am looking forward to starting the colored gemstones course."

-Katie McCarthy,
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