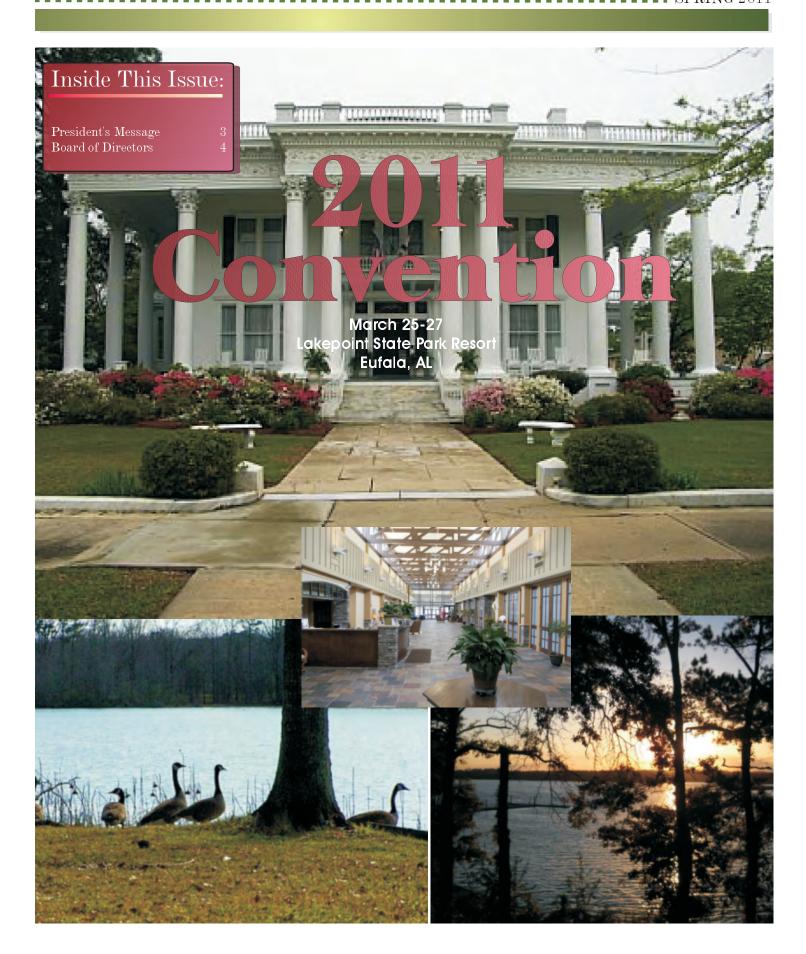


Alabama Jewelers Association

SPRING 2011





Our Sympathy

To Karen Scott and family for the loss of their Husband & Father, Gene Scott. Gene lost his life in a private plane crash in early January.

To the family of Marshall & Michelle Sanford of Hayes Jewelers in Mobile.

Michelle lost her Father recently.



Who Is Your Choice For 2011 Associate Of The Year?

Please call, fax or email your choice for a salesperson/vendor representative who is worthy of this special recognition and distinction. It only takes a minute of your time to recommend someone who goes above and beyond... Someone you respect. Someone who represents their fellow sales associates as an industry professional. VOTE NOW!

Most recent recipients (please do not recommend again): John Falotico/Camelot; Brent Johnson/Richard's; Renee Singer/Start-to-Finish; Craft Maier/Citizen; Bill Harrison/Ashi; Judy Carter/J. Carter & Associates; Ralph Williams/Gabriel

I recommend for 2011 Associate of the Year

Fax (770) 206-2352 or Email your vote to k_beall@bellsouth.net All info is confidential.

President's Message

I hope that everyone enjoyed a prosperous Christmas, and are off to a great start for the New Year!

AJA is preparing for our annual convention in March with the Georgia jewelers, and we encourage you to attend with the possibility of bringing your entire staff. The location is Lakepoint State Park Resort which is part of an 11,000 + acre National Wildlife Refuge located on Lake Eufaula, bordering the Chattahoochee River - This makes it extremely convenient for Alabama and Georgia jewelers.



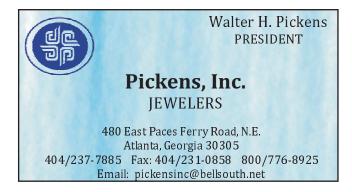
Lakepoint re-opened just over a year ago following a \$12 million dollar renovation, and the convention center offers state-of-the-art facilities in a wonderful park setting. Lodging was also updated, and is nicely appointed.

Our educational program offers two great presenters - Fellow retail jeweler, Bill Warren of North Carolina, and Brad Huisken of IAS Training. Both will present valuable information in a fun and entertaining manner that will enable you to return to your store with new ideas and strategies to put to work immediately.

Bill Warren will facilitate our very popular Owner's Round Table discussions, so please bring your questions, concerns, ideas and recommendations, or contact Kathy at the AJA office to share your topics of interest ahead of time. This convention will be very casual and family friendly, and we think you will enjoy exploring this natural landscape and wetlands habitat. Our Hospitality Cottage is overlooking Lake Eufaula, where we will have the opportunity to meet and mingle, and even roast marshmallows! How long has it been since you've done that? Come join us, and reconnect with your fellow jewelers for a grand fellowship and lots of learning! You won't be disappointed!



Come Visit us at www. Alabama Jewelers.org!





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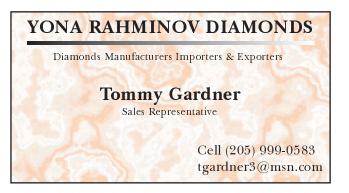
Don Lowe, Lowe Jewelry, Demopolis Nancy Dawkins, Nancy & Co., Northport Marshall Sanford, Hayes Jewelers, Mobile John Poole, Hudson-Poole Jewelers, Tuscaloosa Richard White, Ed White Jewelers, Cullman Gene Poole, Hudson-Poole Jewelers, Tuscaloosa

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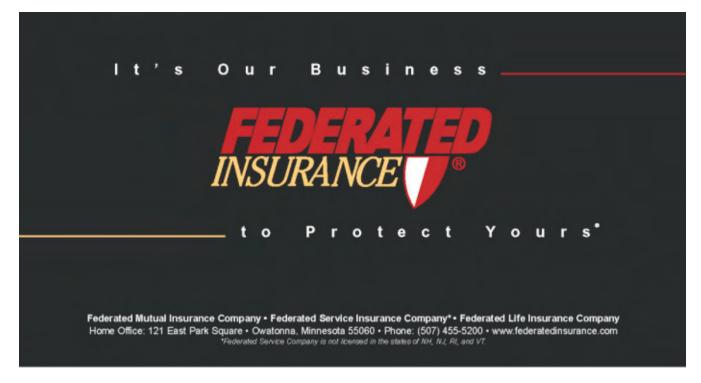






"LIFE IS NOT ABOUT WAITING FOR THE STORM TO PASS... ITS ABOUT LEARNING TO DANCE IN THE RAIN" unknown





HAVE YOU RENEWED YOUR 2011 RETAIL MEMBERSHIP DUES?

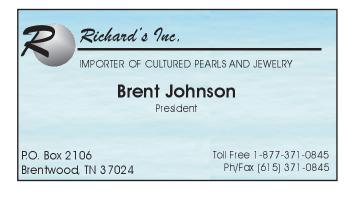
If not, we encourage you to please mail them today. The small price of membership is returned tenfold. And, your dues help sustain your state organization which is non-profit, and receives no outside subsidies. As a retail member of AJA your customers are assured that your store subscribes to the highest ethical standards of business practice. Remind your customers of this message in your advertising. Request a copy of the AJA logo for all printed materials and your website. Call or email the AJA office for more (770) 751-8622 or k beall@bellsouth.net.







The Alabama Jewelers Association would like to thank each of our members for their support and confidence as we strive to make this organization an important part of your business. Please let us hear your thoughts and ideas about how we can be of service to you. After all, this is your association!







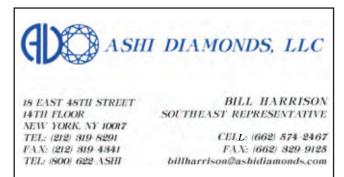
CRAFT MAIER Brand Representative



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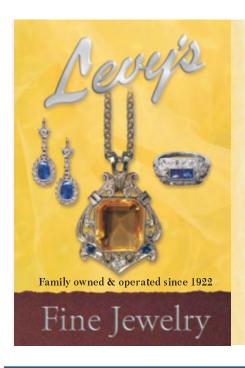






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