



Join AJA & GJA At

The Lodge & Spa at Callaway Gardens

March 16th-18th

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Program to include:

- ◆ Mr. G. Kent Mangelson
- ◆ Ms. Linda Talley
- ◆ Quick Connect – “Speed dating” for Jewelers
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-Katie McCarthy,
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President's Message

Greetings Fellow Jewelers,

I hope everyone enjoyed a successful holiday season, and I'd like to wish you all a Happy, Healthy and Prosperous 2012!

It is hard to believe that just around the corner is our 65th annual convention, and for the fourth year in a row, the Alabama and Georgia jewelers will gather at Callaway Gardens for a weekend of education, networking and fellowship.



Please mark your calendar (March 16th-18th) and join us for an outstanding educational program, round table discussions and more. This opportunity to share and learn from our fellow jewelers and vendors will be extremely valuable to our future and in business in general. I invite you to come see for yourself why AJA has one of the most popular state associations in our industry. By attending you will take-away something to help your business, and that's a promise.

Spring is the most popular time to visit Callaway Gardens with thousands of Azaleas in bloom, and something to do for the entire family. Our convention is at The Lodge & Spa (Marriott's Autograph Collection of hotels) which is nestled within 13,000 acres of nature and beauty.

In closing, I would like to say thank you for your support these past two years while serving as your President. It has been an honor and a privilege to be a part of this organization, for AJA has been near and dear to my heart for many years.

Last of all, a special thank you to our associate members and vendors who make it possible to hold our convention and Saltwater Seminar each year. Without your continued support it would not be possible to host such outstanding events.

Sincerely,
Nick Sanders
AJA President

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Confirmed members of the Alabama Jewelers Association receive a \$25.00 discount on JVC's **PACK PATRIOT Act Compliance Kit**.

Also available at a \$25.00 discount is the new **JEM Jewelers Employment Manual**.

To request either of these packages please contact Jeff Mercado at (212) 997-2002 or go to www.jvclegal.org.



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Our Condolences



Our deepest sympathy is expressed to the family of Mr. Joe Duck who passed away in an automobile accident a few months back. He was preceded in death by his wife, who passed only a short time earlier. Joe was an AJA Past President, and will always be fondly remembered for his loyalty to the association, and his keen sense of humor.

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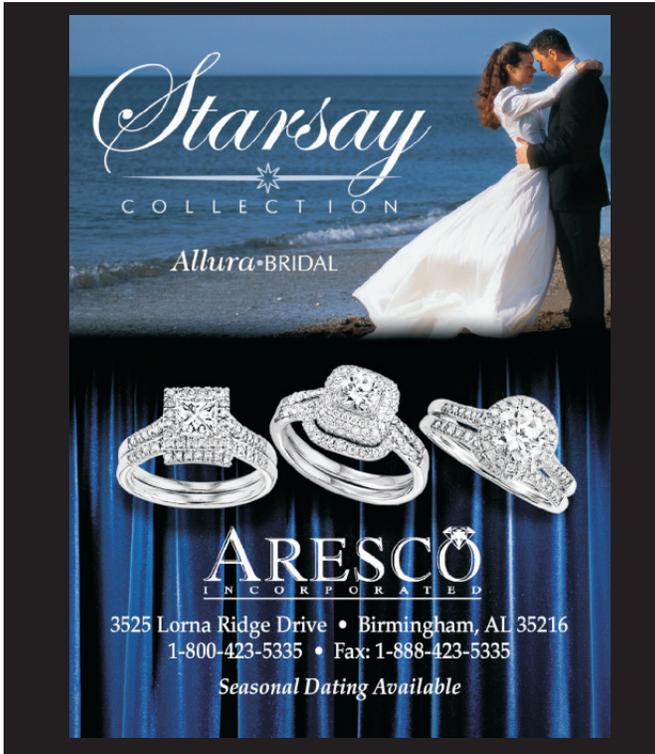
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Calling All Bench Jewelers to Enter the 2012 Design Competition:



2011 Best of Show Winner
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Created by Bill Wismar of Metal Benders in Fairhope, AL

All retail members and their employees are invited to submit original designs for the 2012 competition to be held during the annual convention – March 16th-18th at Callaway Gardens. There are several categories to enter, and you may enter all of them if you wish!

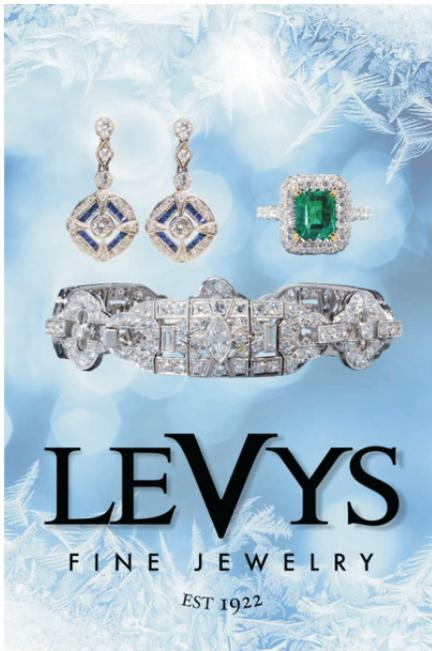
The criteria for judging is based on overall design, marketability, practicality/wearability, and craftsmanship. For more details, and an application, please call Bill Wismar (251) 928-5858, Marshall Sanford (251) 661-9646 or the AJA Office (770) 751-8622.

Come Visit us at [www. Alabama Jewelers.org](http://www.AlabamaJewelers.org)!



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10 Security Tips Thieves Hope You'll Ignore

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Be unappealing to potential thieves by considering these safety and security tips:

Tip 1: Follow sound opening and closing procedures.

Retail jewelers are the most vulnerable to armed robbery crimes during opening and closing times. As an added safety measure, require there be more than one individual involved in opening the store; one person to unlock the door, and the other keep watch from a distance. Once safely inside, the employee should look for anything unusual or suspicious before signaling others to enter. Be sure to immediately lock doors following staff arrivals and exits during pre-opening and post-closing hours, and restrict access to only employees during non-business hours.

Tip 2: Greet every customer who enters and make eye contact.

Making eye contact promotes friendly service to legitimate customers, and happens to be very unsettling to would-be thieves. As an added precaution, offer to hold coats and bags while customers are in your store.

Tip 3: Use the "Rule of One."

Serve only one customer at a time and allow them to handle only one piece at a time. When a customer possesses a jewelry item, be on alert for a "distract and switch" attempt.

Tip 4: Fill empty slots in display trays with merchandise or markers.

Keep all slots filled with merchandise or a place marker to help eliminate any confusion between you, your staff and the customer.

Tip 5: Turn the key! Carry the key!

Train your sales associates to use their key to unlock and relock the jewelry display case each time they open or close it. This reduces the opportunity for a distraction theft or a "grab and run."

Tip 6: Take extra precaution when showing high-dollar merchandise.

Ask to see an I.D. and conduct showings in a private room when customers ask to see high-dollar jewelry items.

Tip 7: Develop and practice a set of "suspicious situation procedures."

Assign a code word or phrase whereby staff members may alert one another. Have a staff associate visibly leave the store with a cell phone and watch from a safe distance outside of the business.

Tip 8: Keep your safe ... well, safe.

Shut and lock the safe during business hours. During the business day, store in a locked cabinet those items to which you need quicker access. Position the safe at least a few feet away from exterior walls.

Tip 9: Use technology well.

Arm your business with a UL Certified Central Station alarm and strategically position surveillance cameras throughout the premises.

Tip 10: Don't be lulled.

Repeated "false" alarms could be a ploy by criminals. Always respond to all alarms and all calls from your alarm company. Be careful not to get too "comfortable" with a customer just because that customer is a repeat. Some criminals will even make a deposit on an item and will then come back ... to rob the store!

Encourage all of your store employees to take the online training course, Selling with Security, free to Jewelers Mutual policyholders. Talk to your agent to ensure you have the proper limits to cover your inventory, your business property, and your liabilities.

THE BEST JEWELRY FOR YOUR FACE SHAPE

From www.becomegorgeous.com

We select our clothes according to our body shape. Why not match the perfect jewelry to enhance our best facial features? Below are guidelines to find the best jewelry for your face shape:

Oval face shape

The first step is always to define your face shape. In this case, if you have an oval face, you're lucky. Indeed almost any style and length looks gorgeous with your features. When opting for some beautiful earrings, choose triangular, and angular styles. These will give definition to your facial lines.

It is recommended to avoid earrings that are too long. These will elongate your face. Try instead medium-length dangles. Star shapes and pointed styles look amazing. Low dangling necklaces as well as chokers were designed for your features.

If you have a longer neck you might swap extra-long necklaces with short classy ones. These will emphasize the length of your neck and perfectly jazz up a top or dress with a deep cut.

Round face shape

A round face often requires jewelry that creates a slimming illusion. Angular shapes will minimize the roundness of your features. You're lucky since there are endless styles and lengths that can flatter your face. Triangle and rectangular styles were meant for you.

Extra-long earrings can do miracles to your features. It's a must to have both long and circular earrings as well as button earrings in your jewelry wardrobe. Necklaces should lengthen your face and neck. Chokers are no-no pieces, as are ultra-short styles. Avoid wearing jewelry that would widen your neck, large pearls and stones are not recommended. Try a long T-style necklace with a low cut dress, to be the queen of the day.

Square face shape

In this case you'll need jewelry that softens the defined face lines. These will help you in faking the curves and add roundness of your face. Circular shapes are perfect for you - wear them with confidence. These will camouflage the extra-defined quality of your face.

Avoid angular pieces if you don't want to emphasize your square face shape. Hoops and teardrop earrings are not only classy but will brighten up your look. The square shaped face matches necklaces that are a bit longer, in a T-style or decorated with a dangling pendant. Waterfall designs are best options for a nice evening outing. Wear these to slim and elongate your features.

Oblong/rectangular face shape

This face shape often struggles with camouflaging the vertical lines of their features. That's why it's important to choose jewelry that shortens the neck and face. Statement jewelry is a great option, especially if short. Button and round earrings contrast the eye-popping edges of your features.

Look for different colors and oval shapes to make your look fab! Whether diamond or wood, dangling or hoop all these will do a great favor to your features. I'll repeat myself, but chokers, and again chokers. As a basic type of necklace it has several benefits when balancing straight vertical lines and minimizing the length of your face.

Heart shaped face

To soften the wider forehead, wear jewelry that smoothes and compliments the lower face. This will balance out the width of your entire face. Earrings with a round or oval shape are perfect, or opt for teardrop or Chandelier styles. Be confident about wearing hoops and dangles. However, if you choose angular styles, take care of the length. The longer the better, pass on ultra-short earrings.

For you, chokers are #1. They soften your jaw line and refine your features. Necklaces with double and even triple strands will also look amazing.

AJA Requesting Your Ideas & Tips to Share with Fellow Members!

If you have ideas or tips that would be helpful and/or interesting to both retailers and vendors, please send your request to be considered for publication. Only AJA members are allowed to submit information. Entries should be limited to one page or less, and must not be a "commercial". Not all publications may allow space, however if there is interest we hope to make this a fun and informative part of every edition.

We're anxiously awaiting your entry! Please call or email kbeall@alabamajewelers.org or call the AJA office for more details (770) 751-8622.