



# Alabama Jewelers Association

SUMMER 2013

Join us at our

## Saltwater Seminar

July 18th - 21st

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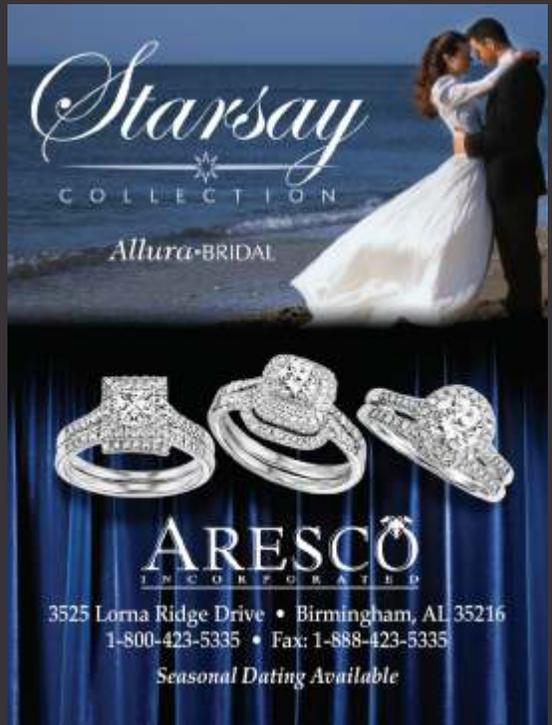
*“When serving customers, be prepared to go the extra mile – there is less competition there.” – unknown.*



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## President's Message

Dear AJA Jewelers,

Traveling back from the Jewelry Shows, a few thoughts came to mind. First, I realized how lucky we are to have the AJA so we can share ideas, and enjoy special membership discounts, etc. Most of all, the friendships we establish through networking with our associates and fellow jewelers are invaluable.

In our industry, networking is becoming more and more important! If you remain complacent you will have no growth and eventually be out of business. So this is the 'call to arms' to become active in your association, and take advantage of the conventions and special events - Your business will thank you!

In April, combined with our friends from Georgia, we had a wonderful educational and motivational convention (the socializing wasn't too shabby either).

From seminars and networking with fellow retailers and associates, we gain a wide range of knowledge to help us become better business professionals. The associates learn about the Jewelers changing needs and desires. We all learn about trends and better management techniques while making new contacts, all in a very beautiful, fun and casual environment.

Our annual Saltwater Seminar is July 18th-21st at the Island House Hotel in Orange Beach, Alabama. Bring your family, turn-off your cell phones, and enjoy the company of other jewelry professionals at the beach!

I look forward to seeing everyone at Saltwater, and encourage you to bring your family. (Registration Form inside this newsletter)

Sincerely,

Jared Nadler GG  
Levy's Fine Jewelry




Walter H. Pickens  
PRESIDENT

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# Design Contest Winners

## Category 1 Winner

**Ryan Snuggs** (*Bromberg & Co.*) - Cuff Links

## Category 2 Winner

**Robert Whatley** (*Levy's Fine Jewelry*) - 14kt Tourmaline Pendant

## Category 3 Winner

**Philip Flenniken** (*Bromberg & Co.*) Pear Shaped Diamond Pendant

## Best of Show

**Philip Flenniken** (*Bromberg & Co.*) Pear-Shaped Diamond Pendant

## Peoples Choice

**Candace Wade** (*Levy's Fine Jewelry*) - Marquise and Pear Shaped Diamond Earrings

**Be Smart. Be Successful.**

# BELONG.



For membership information,  
call toll free:  
**1-877-283-5669**  
[www.diamondcouncil.org](http://www.diamondcouncil.org)

\* 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,**  
**Robbins Diamonds**

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*Congratulations to Jennifer & Jason LeMaire  
on the birth of their baby boy, Harrison John.*

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## A Note from our 2013 Associate of the Year Award Winner

*To be recognized by my peers as The Associate of the Year of The Alabama Jewelers is such a great honor. When I was first starting out on the road years ago, an old road warrior gave me a rule to live by, "always treat everyone as though you will be calling on them 40 years from now". I live by this rule and over the years I feel I don't have accounts, instead I have friends, partners, and an extended family. Thank you all for this honor and the opportunity and the welcoming I receive when I step into your stores.*



*Sincerely,  
Arthur Back*

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