



Alabama Jewelers Association

FALL 2012

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President's Message

Dear Alabama Jewelers,

Wow, can you believe the Holiday Season is already here? I hope everyone has all their ducks in a row, and preparing for a very busy, prosperous season. It is time to confirm your advertising and promotion plans, staffing concerns, stock concerns, and make sure you filled-in your fast turning basics. Remember, if you don't have it, you can't sell it! You should consider pulling all of the dead inventory, and plan a way to "Dump the Dogs".

As Jeweler's, during our busiest time of the year we forget things. We forget to order parts that we may need, and items we can easily sell. We slack on our security procedures, and also on properly training our seasonal employees.



During the busy holiday rush, we sometimes forget to thank our customers, our staff, and our families who put-up with our long hours and work-related stress. We can forget the people that support us and help make a successful Holiday Season - Let them know how much you truly appreciate them.

In closing, before I forget, I want to thank our AJA Board Members, Associate Members, Members, Sponsors, and our Executive Director for making the Alabama Jewelers Association an organization with high professional standards and integrity.

Don't forget to use your wonderful AJA benefits that are offered. Please check out the AJA website for a list of benefits at www.Alabamajewelers.org. Membership in AJA will save you money, and the interaction with other AJA members will give you ideas that are truly priceless. Thank you for your membership and your support!

Have a wonderful, prosperous and healthy holiday season!

Jared R. Nadler
Levy's Fine Jewelry

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Begin Creating Designs for the 2013 Design Competition

Entering a design contest is a great way to bring attention to your store and/or your jeweler(s). The PR that a winner receives is invaluable. AJA membership offers many benefits, and the publicity you'll receive as a winner far exceeds the cost of your yearly dues.

Consider an entry in every category - this not only increases your chances of winning but it also makes for a more fun and exciting competition.

For more details call the AJA office or Bill Wismar at (251) 928-5858.



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AJA 2012 JEWELRY DESIGN COMPETITION WINNERS

Category I - 1st Place - Candace Wade of Levy's Fine Jewelry

Category II 1st Place - Philip Flenniken of Bromberg & Co.

Category II 2nd Place - Antonio Garcia of Levy's Fine Jewelry

Category III 1st Place - Philip Flenniken of Bromberg & Co.

Best of Show - Bill Wismar of Metal Benders

People's Choice - Philip Flenniken of Bromberg & Co.

STUDENT COMPETITION WINNERS FROM BISHOP STATE COMMUNITY COLLEGE:

1st Place - Ed Prewitt

2nd Place - Maisie Phillips

3rd Place - Dorthy Lightfoot

NOTE: Philip Flenniken's Category III winner was awarded 2nd Place at the SJTA's National Torch Awards earlier this year. With that honor he received a beautiful trophy and \$500.00!

CONGRATULATIONS TO ALL AJA COMPETITION WINNERS!

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**-Katie McCarthy,
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2012 Associate of the Year Kathy Brackett

I appreciate being honored with the Alabama Jewelers Association's 2012 Associate of the Year award.

It has been my privilege to work with AJA since I began my travels in 1985, and I am indebted to you for the knowledge you have shared, the friendship you have extended, and the example you have shown in providing leadership to the jewelry industry in Alabama.



Your dedication to our industry and the attention you give to making sure your customers have the best experience possible when selecting jewelry are an inspiration to me.

I thank you for allowing me to be a part of your organization, and your lives. Knowing how generous and caring you all are makes this recognition even more special.

Kathy Brackett

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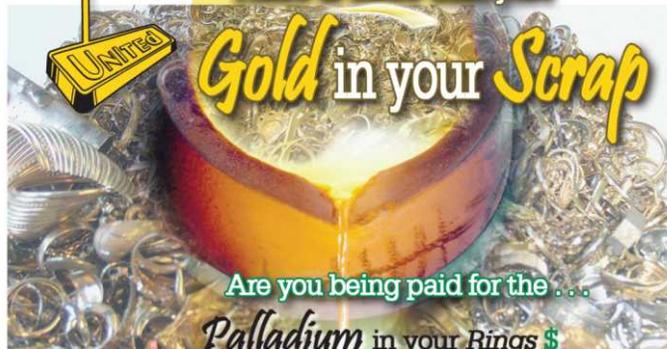
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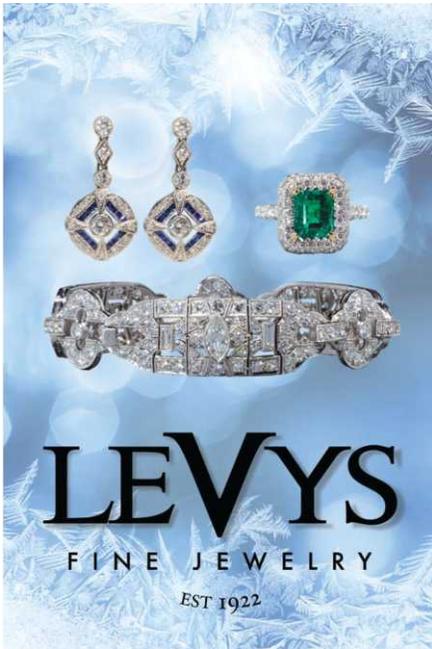
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