



Wishing You a Blessed & Prosperous Holiday Season!



Winter 2016



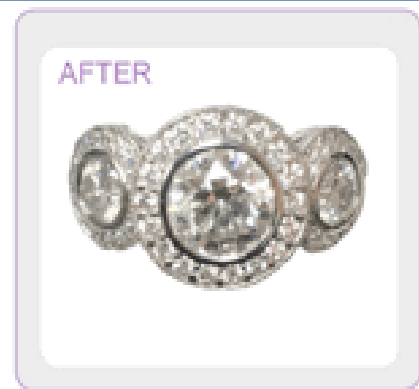
Alabama  
Jewelers  
Association

To the Fine Jewelers of Alabama, Members and Chairpersons of the Alabama Jewelers Assn.:

It has been my honor to be the Alabama Jewelers Associate of the Year. My thanks go out to the board members and jewelers who have given me this recognition, especially those who supported me through the years. Our annual convention is unique and uplifting in that, for at least a moment, we can gather as friends, throw aside our profit-driven competitiveness – and instead share methods and ideas that keep us thriving in this industry. From round-table insight, to fellowship on the golf course, I'm continually thankful for the way this organization brings us together and helps us grow. To be distinguished with this honor, makes me feel proud and blessed.



Sincerely,  
Adam Schaper  
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Dear Alabama Jewelers and Associates,

Alabama Jewelers held a successful Saltwater Seminar at the Perdido Beach Resort in October. This was our first year at this venue and with the cooperation of the weather, our group enjoyed a great time. I want to thank everyone who attended as well as our sponsors, because they make these events possible. I would also like to thank those who worked hard to make Saltwater a success. I have received some great suggestions to build on the format for next year to make it even better.



The 2017 Alabama-Georgia Jewelers Convention is scheduled for March 31 thru April 2 at the Marriott Grand National & Robert Trent Jones Golf Resort in Opelika. We will be hosting educational speakers, round table discussions and a series of jeweler-led training sessions on several topics important to our members. I urge everyone to attend and take advantage of this opportunity to grow together and enjoy some quality time at this beautiful facility.

As many of you may know, Kathy will be leaving the Alabama Jewelers Association at the end of December to pursue other opportunities. I know I speak for us all when I say it has been a great pleasure to work with Kathy over the years, and I sincerely appreciate all she has done for the organization. She will be missed greatly, but I wish her the best of success in her future endeavors and I value the friendship that will last a lifetime.

Christmas is almost here and it is time for the Alabama Jewelers to burn the midnight oil! I wish everyone a blessed and prosperous season both professionally and personally, and I look forward to working with everyone to make 2017 another great year.

Merry Christmas and a Happy New Year!

Sincerely,

Glenn Manning, President

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## Keeping Your Guard Up: Smart Tips for Selling with Security

Long the subject of crime fiction, jewelry heists continue to capture the attention of movie and crime novel aficionados. But it is far more common for criminals to pose as customers waiting for the opportunity to strike whenever you or your associates inadvertently “drop your guard.” Jewelers Mutual Insurance Company has a few tips to help keep your associates and your inventory safe and secure.

**Opening and closing your store.** Have two individuals open and close the store and have at least two associates on the sales floor at all times when the store is open to business.

**Meet and greet.** Saying hello to every customer who enters your doors – and making eye contact – isn’t just a good way to make people feel welcome. It’s also a way to make criminals feel unwelcome.

**One on one.** Keep your focus on one guest at a time. It can be tough during busy seasons, but it will make that customer feel worthy of your undivided attention and help ensure you don’t lose track of merchandise.

**Show one item.** Show only one item at a time. If a customer wants to compare two watches, for example, put one on your wrist.

**Turn the key.** Keep all jewelry showcases key locked and remove the keys from the locks when unattended or when you’re not actively taking items out or returning them.

**Provide a private showing area.** Whenever a customer asks to see high-valued merchandise, allow them to do so in a private area or office adjacent or away from the main show room. This arrangement provides privacy for your customer, allows your associate to focus their undivided attention on the showing and does not facilitate a grab-and-run scenario.

**Trust Your Instincts.** Whenever you or an associate have reasons to believe your store is being cased, share your suspicions with your associates and notify local law enforcement and mall security of your concerns with due dispatch. Remind your staff that interactions with customers inconsistent with your usual customer exchange can be an indication that you are being actively cased. When associates feel something isn’t quite right, they are probably correct.

For more security tips, visit the Safety and Security page on [JewelersMutual.com](http://JewelersMutual.com). There you’ll find useful Tips of the Weeks, new loss prevention videos and the latest news on jewelry crime. To learn more about insurance coverage, call 800-558-6411 to find a Jewelers Mutual agent or broker in your area.

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## AJA returns to Marriott Grand National in 2017!

Hold the weekend of March 31-April 2, 2017 for the AJA & GJA Co-Hosted Convention. Upon return, Marriott will offer a fully renovated facility, and promises to be truly "Grand"!

We hope you will plan to attend!



Susan & Bill Wismar of Wismar Jewelers in Fairhope pose during their instore "Wish Party" for Alabama's 2016 Jewelers for Children & Make-A-Wish recipient, Breanna.



**CONGRATULATIONS!**

*to Donna & Don Lowe on their recent nuptials!*

## AJA IS GRATEFUL

TO EVERYONE WHO SUPPORTS OUR ORGANIZATION!

*Happy Holidays!*



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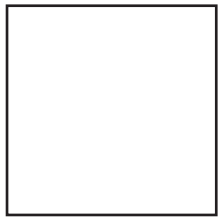
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