

Alabama
Jewelers
Association

70th

ANNIVERSARY

Annual Convention

March 31 - April 2, 2017

Marriott Grand National Resort
& Robert Trent Jones Golf Trail

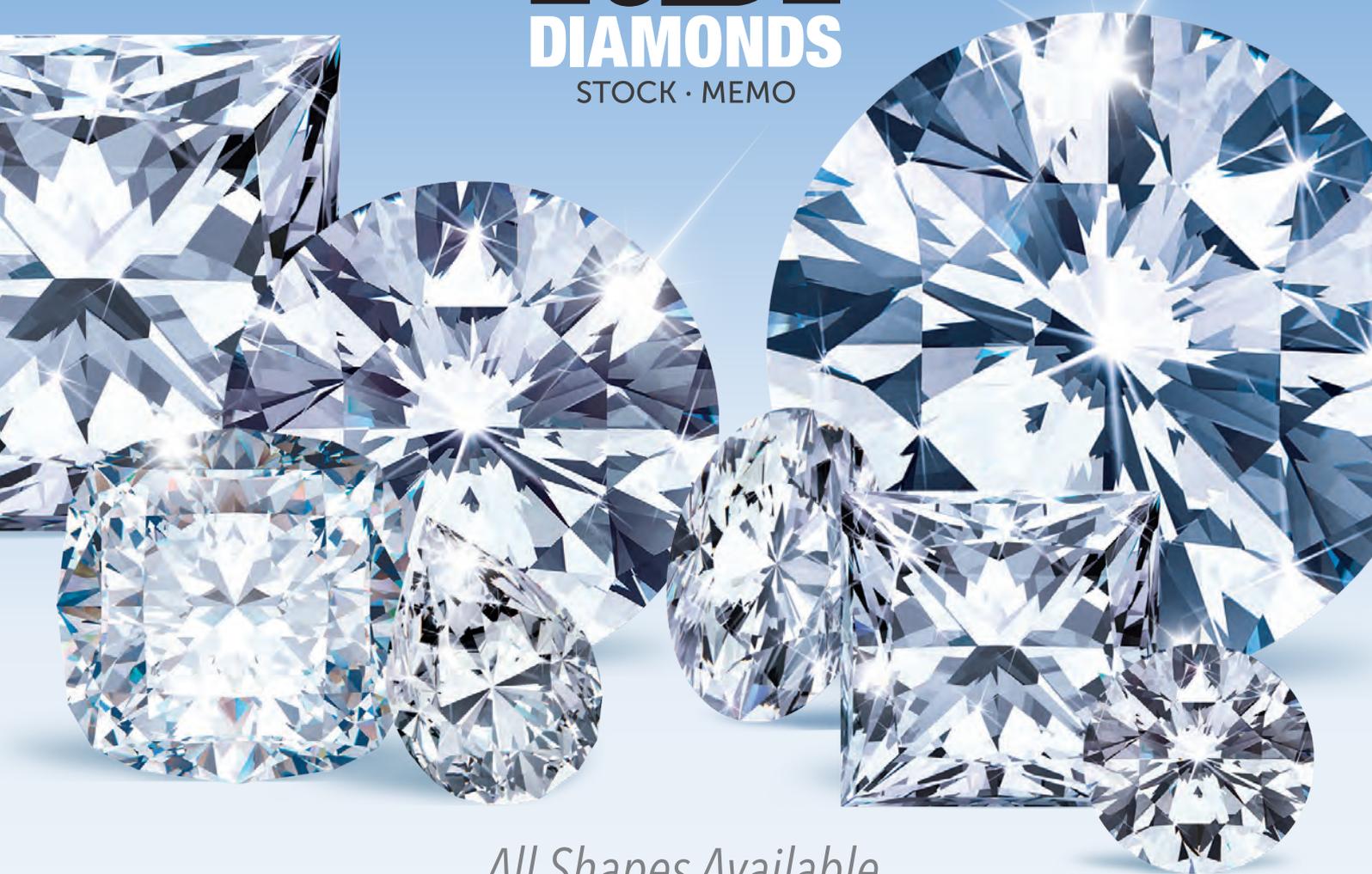
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2017 Convention Yearbook

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President's Message



President
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Once again it is time for the Alabama/Georgia Jewelers Convention. I hope you all had a very successful Christmas season and are ready for some fun, fellowship, and education as we welcome everyone back to the Marriott Grand National in Opelika, Alabama for our 9th convention with The Georgia Jewelers Association.

Guest speakers include security expert Michale Briant, and Michale Mcteigue who will discuss multiple aspects of the Estate Jewelry trade.

We are looking forward to some new programs this year as we host Jeweler Interactions where jewelers will teach other jewelers through their experience with Social Media, CAD/CAM, The Edge, and Special Promotions.

We are also proud to have Jewelers of America sponsor and facilitate the Round Table Event this year. We will have the opportunity to discuss issues important to the industry from the local level as well as national perspective from J.A.

Also, I would like to introduce Nancy Dawkins, the new executive director of the Alabama Jewelers Association. Nancy joined us in February. She has been an important part of making this convention possible and we are grateful to have her on board.

It is my sincere hope that all who attend the convention take full advantage of the opportunity to grow singularly as well as an organizationally from the knowledge and experience that our members and guest bring to the event.

Lastly, I would like to thank the AJA Board of Directors, Advertisers, and Sponsors who work hard to make this event the success it has become.

Sincerely,
Glenn Manning

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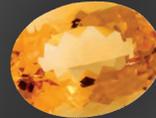


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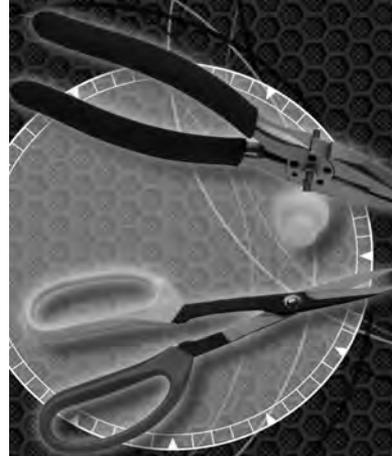
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March 31 - April 2, 2017

Marriott Grand National Resort - Robert Trent Jones Golf Trail

• SCHEDULE OF EVENTS •

FRIDAY, MARCH 31st

4:00 PM Hospitality Suite Opens Lobby Lounge

SATURDAY, APRIL 1st

6:30 - 10:00 AM Breakfast Buffet* Lakeview Dining Room

9:00 - 10:30 AM Best Security Practices Ballroom A
Have You Had A Check-Up Lately?
Presented By Michael Briant - Skydas

10:30 AM Break

10:45 AM - 12:15 PM Mini Focus Groups Ballroom A
The Edge, Social Media,
CAD/COM, In-Store Promotion

12:50 PM Annual Golf Tournament
Robert Trent Jones Golf Trail - Lake Course
Chair: Renee Singer (AJA) & Bill Rosenfield (GJA)

FREE TIME *Enjoy the resort style pools, clay tennis courts, hiking,*
biking or visit downtown Opelika or Auburn University

4:00 PM Hospitality Suite Opens Lobby Lounge

6:00 - 6:45 PM Cocktail Reception Lobby Lounge

7:00 PM Dinner & Jewelers for Children (JFC) Ballroom A
Charity Silent & Live Auctions

AFTER DINNER Texas Hold'em Poker Tournament Lobby Lounge
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SUNDAY, APRIL 2nd

6:30 - 10:00 AM	Breakfast Buffet*	Lakeview Dining Room
9:00 - 10:30 AM	Jewelers of America Idea Exchange <i>Round table discussion on key topics that impact your business.</i>	Ballroom A
10:30 AM	Break	
10:45 AM - 12:30 PM	Keynote Address: <i>Operating a Profitable Estate Department. This session will discuss the ingredients of running an estate business profitably. Presented by Michael McTeigue, McTeigue NY</i>	Amphitheater
12:30 - 1:00 PM	Annual Jewelry Design Contest <i>Vote for "People's Choice"</i>	Ballroom A
1:00 - 2:30 PM	Past Presidents Luncheon and Design Awards	Ballroom A



Our Hospitality Suite (Lobby Lounge) opens Friday and Saturday at 4pm and after dinner Saturday evening for all to join us there while enjoying refreshments.

*Please bring your breakfast coupons with you to the dining room if you selected breakfast with your convention registration. Coupons issued when badges are picked up. Your gratuity has been included.

CONVENTION COORDINATORS:

Judy Lince (GJA)	(770) 367-2809
Whitney Lince	(770) 826-5853
Nancy Dawkins (AJA)	(205) 454-1058

Both boards will hold short meetings immediately following the Sunday luncheon; it is important for all board members to attend.

The boards and members of Alabama and Georgia Jewelers Associations would like to thank all the sponsors and donors for making our convention possible. And to all those who donated door prizes and goody bag gifts we thank you also. Please remember these individuals and companies throughout the year when you make your purchases.

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2016 PEOPLE'S CHOICE AWARD - Glenn Manning of Manning Jewelry
Citrine & Diamond Pendant

BEST IN SHOW - Bill Wismar of Wismar Jewelers, Formerly Metal Benders
South Sea Keshi Pearl Necklace with Rose De France Amethyst in 14 Karat YG with Multiple Accent Stones

• **CATEGORY I** •

Materials May Cost Up To \$1,000

1ST PLACE Rebecca Green of Manning Jewelry
*Sterling Silver Spiral Link Waves Necklace
with 12mm Tahitian Pearl*

2ND PLACE Sean Sherrer of Lou's Jewelry
14 Karat YG Pavé Marine Signet Ring

• **CATEGORY II** •

Materials May Cost From \$1,000 To \$3,000

1ST PLACE Matthew White of Ed White Jewelers
Large Citrine & Diamond Ring

2ND PLACE

Danny Clarke of Gold Art
Rose Gold Blue Topaz & Diamond Fish Pendant

• **CATEGORY III** •

Materials May Cost Over \$3,000

1ST PLACE Philip Flenniken & Ryan Snuggs
of Bromberg & Company
18 Karat Two-Tone Diamond & Sphene Ring

• **CAD DESIGN CATEGORY** •

1ST PLACE Glenn Manning of Manning Jewelry
*14 Karat White Gold Diamond
& Fantasy Cut Citrine Pendant*



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2011	Gene Callaway
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2009	Brent Johnson
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2007	Craft Maier
2006	Bill Harrison
2005	Judy Carter
2004	Ralph Williams
2003	Steve Singer
2002	Tommy Gardner
2001	Sammy Turner
2000	Pat Graves
1999	Marsha Dunsker
1998	Don Carpenter
1996	Hamit Tosyali
1995	Jed Dunsker
1994	Walter Pickens, Sr.
1993	Steve Stricklin



2016 Associate of the Year



To the Fine Jewelers of Alabama, Members and Chairpersons of the Alabama Jewelers Association:

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.

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Alabama Jewelers Historical Facts

The first Alabama Jewelers meeting was held in 1920 at the Morris Hotel in Birmingham.

The first Alabama Jewelers Association was short-lived and was abandoned in 1929 at the time of the "crash".

In 1947, a group of jewelers started to organize what was then known as the Alabama Retail Jewelers Association.

Robert Bromberg was the 1st ARJA President from 1947-49.

The ARJA was a grass roots movement formed by jewelers in Alabama whose primary goal was the defeat of the discriminatory federal excise tax on jewelry.

The first convention, with speakers, yearbook, etc., was held May 29-31, 1949, at the Thomas Jefferson Hotel in Birmingham.

The 1952 convention was attended by 200 persons with only 72 store members.

The Ladies Auxiliary was formed in 1958 with Edna Goodwin as the first President.

In 1962-63 a thirteen week television series, "The Jewel Case", featured state jewelers on each program talking about various products.

Many attended the convention of 1963 to learn "The Sales Value of Remembering Faces and Facts" as taught by the renowned memory expert, Dr. William Nutt. Unfortunately, Dr. Nutt forgot to come.

In 1966 Dr. Nutt remembered to come to the convention.

ARJA 1st Executive Director, Blan Stewart.

1979 was the last year for the Ladies Auxiliary.

Our name changed to Alabama Jewelers Association in 1981.

In 1981 AJA added a second convention, Saltwater Seminars at the beach.

1988 Emily Ware was the 1st female president of AJA.

In 1997 AJA celebrated its 50th Anniversary at the Grand Hotel in Point Clear, Alabama with over 200 in attendance.

In 2007, AJA celebrated its 60th Anniversary at the Hilton Perimeter Park Hotel in Birmingham, Alabama.. Also introduced the 1st AJA Cookbook entitled "Recipes to Remember" A collection of cooking gems from friends of the AJA.

This weekend AJA turns 70. There are many events that are not mentioned above. I'm sure if you ask one of our past presidents they would love to share with you some of their wonderful AJA memories.



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1949 Alabama Jewelers Association Code of Ethics

When you read through this, you will see these same principles apply today.

By which all Manufacturers, Wholesalers, Salesman and Jewelers would do well to live by:

Serve the public with honest values.

Tell the truth about what is offered.

Tell the truth in a forthright manner so it's significance may be understood by the trusting as well as the analytical.

Tell customers what they want to know... what they have a right to know and ought to know about what is offered so that they may buy wisely and obtain maximum satisfaction from their purchases.

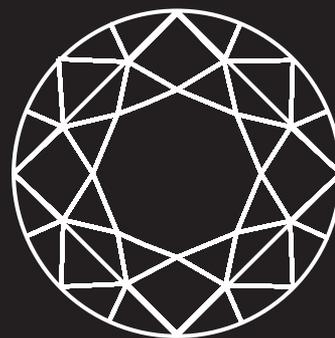
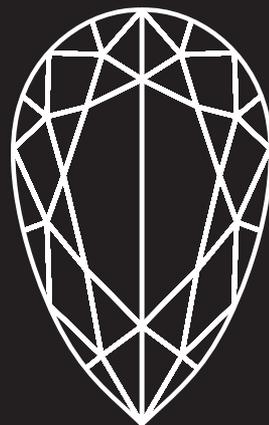
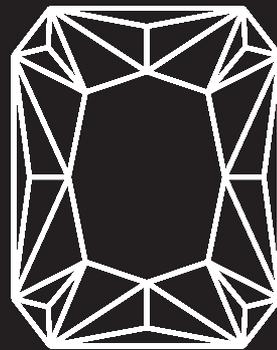
Be prepared and willing to make good as promised and without quibble on any guarantee offered.

Reveal material facts, the deception concealment of which might cause consumers to be misled.

Advertise and sell merchandise or service on its merit and refrain from attacking your competitors or reflecting unfairly upon their products, services or methods of doing business.

Avoid all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, bait advertising, misleading free offers, fake sakes and similar practices which prey upon human ignorance and gullibility.

Do all things necessary to deserve and maintain consumer confidence in jewelry stores.



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