

*Happy  
Holidays!*



Alabama  
Jewelers  
Association

**Alabama Jewelers Association**

Winter 2020



## Alabama Jewelers Association

Executive Director: Nancy Dawkins

### **NEW ADDRESS**

2802 Lurleen B Wallace Blvd.,  
Northport, Alabama 35476  
(205) 526-5710

alabamajewelers@icloud.com  
Alabamajewelers.us

**We are excited to announce  
our 2021 Convention!**



### *Annual Convention*

**April 9th-11th, 2021**

**Renaissance Montgomery  
Hotel & Spa at the Convention Center  
Montgomery, AL**

*For more information go to  
[www.AlabamaJewelers.us](http://www.AlabamaJewelers.us)*

### AJA Executive Board of Directors

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**Cody Foote**  
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**Arthur Back**  
Aarush Diam and Prime Mountings  
Memphis, TN

**Steve Stricklin**  
Midwest Closeouts  
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**Eric Jones**  
Global Liquidators  
Birmingham, AL

**Beverly Goddard**  
Royal Chain/Wilkerson  
Booneville, MS

**Renee Singer**  
Start to Finish  
Birmingham, AL



# President's Message

Dear Alabama Jewelers Association Members,

We are all excited to welcome in a new year and look forward to being in our beautiful state's Capitol city of Montgomery for this year's Annual Convention. I look forward to being more centrally located for ALL of our members to be able to attend.

We have two phenomenal speakers lined up for you:

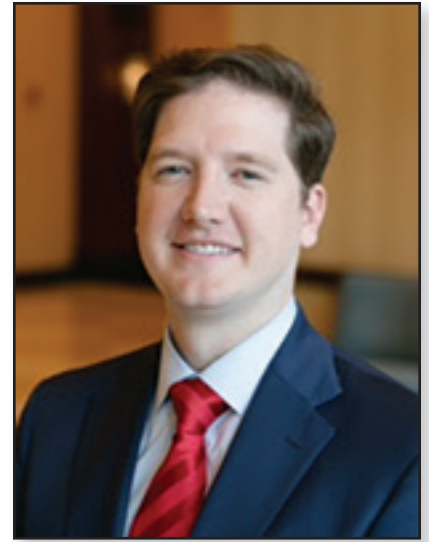
Eric Wind - owner of Wind Vintage, former VP and Senior Specialist for Christie's, Hodinkee contributor - he has been featured and quoted in numerous publications. Robb Report named Eric in June 2020 as the Best Vintage Watch Expert for the year.

Major General Lee Price - one of the few women to achieve that rank in the US Army, her tenacity and spirited personality will inspire your leadership decisions. She addresses a leader's duty to care and to speak up for others. Her first book, *No Greater Honor: Lessons From My Life as a Soldier* was released October 2020.

This year we want to emphasize the importance of an increase in submissions in our jewelry design competition. Bench jewelers along with their creativity is incredibly vital for our stores and this organization. I want to speak to the jewelers specifically. Jewelers often make it happen and often don't get the praise. Now is the time for you to stand out and get some recognition! I want to encourage you all to show your store's passion in design!

I would like to express my gratitude to the entire AJA Board of Directors, our wonderful Executive Director, the Advertisers, Sponsors, and all who work so diligently to make this organization a success.

I look forward to our time we will have together in person and that we gain knowledge in our continually advancing industry.



*President*  
**M. Ryan Snuggs**  
Bromberg & Co.  
Birmingham, AL



Warmest regards,  
M. Ryan Snuggs  
AJA President

## Welcome to the Board



**Regional Vice President**  
Shelby Young  
Barton-Clay Fine Jewelers  
Mountain Brook, AL



**Associate Board**  
Eric Jones  
Global Liquidators  
Birmingham, AL

**IN ERROR...**  
We want to apologize for an error in the 2020 AJA Convention Yearbook.

It should have read...

- Gene and Laura Lambert - Apollo MFG. Inc. & Artistry
- Nick Wesdorp - Jewel-Craft

# Check out the 2020 Annual Convention



***We are excited to announce our 2021 Convention!***



## Alabama Jewelers Association *Annual Convention*

**April 9th-11th, 2021**

**Renaissance Montgomery Hotel & Spa at the Convention Center  
Montgomery, AL**

- Low Cost Education By National Speakers
- Annual Jewelry Design Contest
- Saturday Evening Cocktail Reception & Banquet – Celebrate With Your Favorite Jewelers!
- AJA Scholarships & Lifetime Membership Awards
- Sunday Past President's Luncheon

***\*\*One Of Our Best Guest Speaker Lineups Ever!\*\****

***For More Information contact  
The Alabama Jewelers Association  
AJA Executive Director:  
Nancy Dawkins  
(205) 526-5710  
Alabamajewelers@icloud.com***

**CONVENTION REGISTRATION FORM ON PAGE 12.**



# Speakers for the 2021 Annual Convention

## Major General Lee Price

### Price Solutions, LLC

**N** Lee S. Price started as a Private and through her tenacious spirit, climbed through a white-male dominated Army to achieve the rank of Major General – one of the few women to have achieved that rank. She served for over 38 years in uniform and declares it as the greatest honor of her life. Among her many “firsts” in the Army, General Price was the first woman to achieve the rank of General Officer in the Army Acquisition Corps, the first woman to be selected for General Officer while serving in the U.S. Special Operations Command, and the first woman to serve as an Army Program Executive Officer. She served in the Army Signal Corps, the Special Operations community, and in the Army Acquisition Corps. She has an extensive background in computers that began in 1974 when she first started writing computer code. In

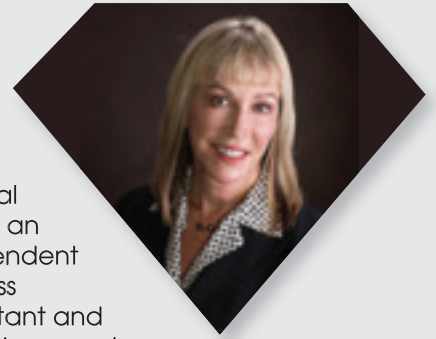
her final assignment in the Army, she served as one of the Army’s eleven Program Executive Officers; those executives charged with providing a soldier everything he or she needs. Her organization provided the information technology and communications systems that were deployed into hostile/combat areas, with a \$4B budget.

During her time in the service, she earned two Master’s Degrees: one in Management Information Systems from the University of Arizona, and another in National Resource Strategy from the Industrial College of the Armed Forces. Among her many awards for achievement and leadership, General Price received the Army’s highest award, the Army Distinguished Service Medal, as well as the Legion of Merit, the Bronze Star, and the Combat Action Badge.

As the President and CEO of Price Solutions, LLC since 2014,

General Price is an independent business consultant and executive coach supporting a wide range of clients. She serves on several boards of directors in leadership positions. She was inducted into the Army’s Command, Control, Computers, Cyber, Intelligence, Surveillance, and Reconnaissance Hall of Fame in 2020. In 2014, General Price was named the Distinguished Alumna for the University of Alabama at Birmingham. In 2009 she was inducted into the Alabama Business and Professional Women’s Foundation Academy of Honor.

Her first book, *No Greater Honor: Lesson from my Life as a Soldier* was released in October 2020. For more information, go to [GeneralLeePrice.com](http://GeneralLeePrice.com).



## Eric Wind - Wind Vintage - Palm Beach, FL

**E**ric Wind owns Wind Vintage, a company he started in 2017 that is dedicated to offering exceptional watches for sale at all price points and providing advisory services to top vintage watch collectors around the world. Eric previously served as Vice President, Senior Specialist for Christie’s where he helped lead the sale of a number of important watches at auction around the world and through private treaty.

Eric has been featured and quoted in a number of publications including *The New York Times*, *The New Yorker*, *The Wall Street Journal*, *Financial Times*, *The Chicago Tribune*, *HODINKEE*, *GQ*, *Robb Report*, *Fortune*, *Men’s Health*, and *Business of Fashion*. Notably, Eric assisted Kevin Kwan with sourcing a vintage Rolex “Paul Newman” Daytona reference 6263 for use in the film *Crazy Rich Asians*. In June 2020, *Robb Report* named Eric Wind the Best Vintage Watch Expert for the year.

Eric served as a contributor to *HODINKEE* beginning in 2010 where he wrote on the nuances and histories of watches and their owners. Notable articles he wrote included a comprehensive guide to the watches of

United States Presidents, a detailed history of the origin of the Heuer Carrera, and detailed reviews of watch auctions. *HODINKEE* was named one of the 50 best websites by *TIME Magazine* in 2013. From 2013 to 2015, Eric worked for Tyton BioEnergy Systems, a renewable fuel company. Prior to that, Eric worked at the Endeavor Group, a consulting firm that represented CEOs and celebrities in their philanthropic and business activities.

Eric holds an M.B.A. from the University of Oxford and a B.S. in Foreign Service cum laude in International Politics from Georgetown University. He is fluent in Spanish and conversational in Persian (Farsi). Eric is married to Christine Wind and they have a son, Charles, and daughter, Adelina. They live in Palm Beach, Florida.



# Jewelry Store Security for the Holidays: What Jewelers Need to Know



Brought To You By **Jewelers Mutual Insurance Group**

**A**s you prepare for the holiday shopping season, don't forget to put safety and security on that list.

Neglecting security measures early on could leave your business exposed during a time when crimes against jewelers tend to escalate. Plus, not getting in the habit of security best practices will only get more difficult to change as the year progresses.

Because jewelry is in high demand during the gift-giving season, the risk of loss also increases. Although there's still a lot of preparation that goes into completing another successful year, taking time to review jewelry store security is essential. Here are a few things you can do to get started.

## **Educate your staff**

Whether you have new employees joining your business for the holidays or have a crew of seasoned veterans, a complete review of your security procedures is essential this time of the year.

There are a lot of techniques that make a good salesperson and secure selling procedures is one of the most important. Huge sales could be wiped away if the simple act of forgetting to lock a showcase display is neglected or other jewelry store security features are forgotten.

Your staff needs to know things like:

- Various ways to prevent different types of thefts, such as grab-and-run theft
- What to do when they suspect something suspicious, such as using a code word or phrase
- How to properly respond during a robbery

- Open and close the store with two people
- Always request a photo ID when showing high-value items

An easy way to train your new employees and refresh your current staff on these best practices is to have them sign up for the JM University® resource — available to the entire jewelry industry at no charge — and take the Selling with Security course. The educational resource can be found at [jewelersmutual.com/jm-university-retail-loss-prevention-tools](http://jewelersmutual.com/jm-university-retail-loss-prevention-tools).

Add an in-person meeting to review the procedures they've learned to help them become more knowledgeable on the topic and feel more comfortable selling with security. An in-person meeting also provides a great opportunity to show everyone how to open and close a jewellery business properly, which are the most common times for crimes to take place, especially during the holiday season.

## **Hire extra security if feasible**

In addition to having a well-educated crew of sales associates, security guards are a wise resource to call upon when customer traffic accelerates. There are multiple benefits of having a security guard onsite during your busiest days:

- Since associates are constantly balancing sales and security, it can be helpful to have someone focus solely on jewelry store security.
- The presence of a guard can be enough to discourage many thieves from even considering your business as a target.
- If a theft is attempted, the guard will be able to handle the situation in a more effective manner than sales associates alone.

## **Take daily inventory**

Doing a complete reconciliation of your entire inventory isn't feasible during such busy times. However, daily case counts are essential to control losses during the holiday season.

The quicker you notice merchandise has gone missing, the more likely an investigation into the loss will be successful. If you need to submit a claim, you'll also make the process smoother by doing it earlier (bonus tip: keeping good records year-round will help the most).

Here are a few things to keep in mind when conducting case counts:

- Vary the times of day when the count is done.
- Have more than one person responsible for conducting the counts in order to avoid internal theft.
- If it's not possible to monitor every display every day, rotate which ones are observed.
- Review your surveillance footage on a regular basis to make sure the counts are completed, and nothing is missed.

## **Be familiar with common types of theft**

Most people probably envision sneak thefts or grab-and-run when they think of jewelry store theft. Those are two of the most common types of thefts facing jewelers, but criminals don't stop there.

Some thefts are accompanied by an element of distraction, where a coordinated group works together to draw attention away from merchandise being stolen. While less common, these other types of jewelry store theft still need to be taken seriously:

- Internal theft

- Switch theft
- Credit card fraud
- Cyber theft

You can add an extra layer of defense against thefts by placing jewellery store security materials around your showcases that let potential thieves know you will only show one item at a time and require an ID.

As more consumers do their holiday shopping online, smart retailers are capitalizing on e-commerce opportunities. The smartest ones also recognize the threat of stolen data and “spear phishing” attacks. In turn, they are protecting their businesses with cyber liability insurance.

### Know what to do in the event of a burglary

The personal safety of your customers, co-workers, family members, and yourself is always the most important consideration. Robbers are dangerous. By being prepared, you can respond in a manner that minimizes the risk of injury. Robbers are likely to use surprise and extreme show of force to get victims to comply with their demands.

Here are a few recommendations

- to follow during a robbery:
- Do not resist. Stay calm. Focus on surviving.
  - Cooperate. Obey the robber’s orders.
  - Remain still. If you must move, tell the robber what you are going to do and why. If you are warned not to move, don’t.
  - Do not reach for a holdup button or phone while the robber is present.
  - Avoid eye contact with the robber. If possible, glance at the robber and try to remember specific things such as gender, age, hair color, tattoos, shape and color of eyes, scars or marks, speech patterns, and clothing.
  - Expect to be threatened. Assume the robber will harm you if you resist.

Once you are certain the robber has left the premises, do the following:

- Lock all doors. This is always the first step to ensure that the robbers cannot return, to protect injured persons, and to preserve evidence for the police.
- Call the police.
- Care for any injured customers or staff.
- Try to preserve any potential

evidence, including fingerprints.

- Call your insurance agent or company to report the loss.
- Write down the specifics of the robbery and the robbers.

It’s also important to treat psychological trauma that the robbery may have imposed on you, other staff associates, or family members. Untreated, psychological trauma can have serious adverse effects. Jewelers Mutual has partnered with the trauma-counseling professionals at Ceridian LifeWorks to provide insured jewelry businesses’ employees and family members the counseling services they need to recover from a traumatic event such as a robbery. These services are available to Jewelers Mutual policyholders at no additional charge.

Jewelers Mutual® Group has many resources available for the jewelry industry to help mitigate loss and keep your business safe and secure all year long. Visit [jewelersmutual.com](http://jewelersmutual.com) to learn more or find an agent to help you make sure your business is properly covered.

*Article written by a team of Subject Matter Experts at Jewelers Mutual Insurance Group.*

YOUR BUSINESS IS OBSESSING OVER JEWELRY.  
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*and the winners are...*

## Alabama Jewelers Association Scholarship Program



**Justin Smith**  
Jamie Hood Jewelers, Inc.  
Decatur, AL.



**Becky Sampson**  
Hobbs Jewelers  
Athens, AL

**A**t this year's convention, the AJA awarded two (2) scholarships in the amount of \$500 each, to two AJA members for their continuing education in the jewelry industry.

The winners are Becky Sampson of Hobbs Jewelers in Athens, AL and Justin Smith of Jamie Hood Jewelers, Inc. of Decatur, AL.

*Congratulations!*



## *Welcome to* **Our Newest Members!**

### **New Retail Members**

Jamie Hood Jewelers  
Muscle Shoals, AL

Jamie Hood Jewelers  
Decatur, AL

Jamie Hood Jewelers  
Killen, AL

Barton-Clay Jewelers  
Mountain Brook, AL

### **New Associate Members**

Fred Hoffman  
Equity Diamond Brokers

Sunny Aiya  
Aiya Designs and Lustour, Inc

Scott Schock  
Shah Diamonds

John Bromberg  
JB & Company

## **Membership Makes A Difference!**

# 2020

## AJA Design Competition Winners!

### CATEGORY 1 WINNER AND PEOPLE'S CHOICE

**Bill Wismar**  
Wisnar Jewelers  
Fairhope, AL

*Spesartite Garnet and  
Diamond 18 kt., 14kt and  
Silver pendant*



o **Category 1)** Materials may cost up to \$1,000

### CATEGORY 2 WINNER

**Lydia Hood**  
Jamie Hood  
Jewelers Decatur, AL

*14kt yellow gold  
Turquoise and Diamond  
Pendant*



o **Category 2)** Materials may cost between  
\$1,001 to \$3,000

### CATEGORY 3 WINNER AND BEST IN SHOW

**Philip Flenniken**  
Bromberg Jewelers  
Birmingham, AL

*Sapphire and Diamond  
Ring*



o **Category 3)** Materials may cost over \$3,000

### CATEGORY 4 WINNER

**Ryan Snuggs**  
Bromberg Jewelers  
Birmingham, AL

*Floral Cuff links*



o **CAD/CDM:** Cost of materials may vary

*Congratulations to the Winners!*

# ◆ 2020 Convention Sponsors ◆

## PLATINUM

- Jewelers Mutual Group

## 24 KT GOLD

- Jewelers of America

## 14 KT GOLD

- Levy's Fine Jewelry

## 10 KT GOLD

- United Precious Metal Refining

## SILVER

- Georgia Diamond - *Roger Frysh*
- Judy Carter & Associates  
- *Judy Upton*
- MS Gems - *Manoj Jain*
- ODI - *Michael Haider*
- Namano Diamonds/  
Southeastern Findings
- Atlanta Jewelry Show
- Equity Diamond Broker

## BRONZE

- High Level Thinkers - *Andre' Savoie*
- Speedwire - *Glenn Manning*
- Premium Wholesale - *Mike Combs*
- Royal Chain Group / Wilkerson  
- *Beverly Goddard*
- Start to Finish  
- *Renee & Steve Singer*
- Time Delay - *Robert Loving*
- TimeInvestor - *Cristy & Paul Hughes*
- Uneek Jewelry - *John Rowlett*
- Brilliant Elements, Julie Designs  
Color Merchants, Royal Chain  
- *Allan Cagle*

## PEWTER

- American Ring Source  
- *Trey Prichard*
- Michael Ryan & Co. - *Ryan Snuggs*
- Midwest Closeouts - *Steve Stricklin*
- Aarush Diam & Prime Mountings  
- *Arthur Back*

- Shefi Diamonds - *Sammy Turner*
- Apollo MFG. Inc. & Artistry  
- *Gene & Laura Lambert*
- Southern Gates - *Doris Butler*
- Allison-Kaufman - *Allen Stricklin*
- Amergem - *Greg Bayer*
- Carpenter Diamond Distributors
- Intercontinental Diamonds  
- *Steve Ehrmann*
- Kim International - *Bill Harrison*
- Rhett Hartzog Company  
- *Rhett & Cindy Hartzog*

## Want To Be An Annual Convention Sponsor?

For more information on how to be a sponsor, please contact the AJA office at [Alabamajewelers@icloud.com](mailto:Alabamajewelers@icloud.com) or 205-526-5710.

Save the Date!

Saltwater  
2021

**SEPT. 30 - OCT. 3, 2021**  
**THE ISLAND HOUSE HOTEL**  
**• ORANGE BEACH, AL •**



# 2021 ALABAMA JEWELERS ASSOCIATION CONVENTION REGISTRATION FORM

Renaissance Montgomery Hotel & Spa at the Convention Center - Montgomery, Alabama  
Friday - Sunday, April 9th - 11th, 2021

Room Reservations: [www.alabamajewelers.org](http://www.alabamajewelers.org)

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Special Convention Room Rate Starting at \$129 (Room Block Ends March 13th, 2021)

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Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_

(Please Fill-In **ALL** Information For Our Files)

## **FULL CONVENTION REGISTRATION**

Includes Breakfast Saturday & Sunday, Hospitality Friday & Saturday Night, Saturday Night Dinner &

Entertainment and Sunday Education & Past President Luncheon # \_\_\_\_\_ @ **\$150.00 Each** = \$ \_\_\_\_\_

Full Registration for Children (5-12 Years) # \_\_\_\_\_ @ **\$80.00 Each** = \$ \_\_\_\_\_

## **SATURDAY NIGHT & SUNDAY**

Includes Saturday Night Dinner & Entertainment, Sunday Breakfast, Education & Past President Luncheon

# \_\_\_\_\_ @ **\$125.00 Each** = \$ \_\_\_\_\_

**SATURDAY NIGHT ONLY** - Dinner & Entertainment # \_\_\_\_\_ @ **\$ 80.00 Each** = \$ \_\_\_\_\_

**SUNDAY ONLY** - Education & Past President Luncheon # \_\_\_\_\_ @ **\$ 40.00 Each** = \$ \_\_\_\_\_

Total Registration \$ \_\_\_\_\_

**ADDITIONAL GUEST(S)** \_\_\_\_\_

(Please Add Additional Guests On A Separate Piece Of Paper)

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## **ALABAMA JEWELERS ASSOCIATION**

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Phone: (205) 526-5710

Email: [Alabamajewelers@icloud.com](mailto:Alabamajewelers@icloud.com)



**Anna Bensman**

**(606) 416-0330**

**Annacrswwl@yahoo.com**

**Global Liquidators  
Edgewater & Earth Grace**

*In Memoriam*

AJA is mourning the loss of members and close friends of the association. Our thoughts and prayers go out to their families.

Brent Johnson  
Richard's Pearls

Harry M. Manning  
Manning Jewelers

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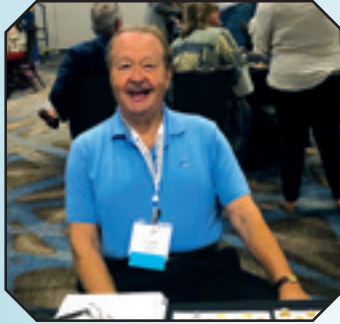
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# *Discovery Tables from the Convention*





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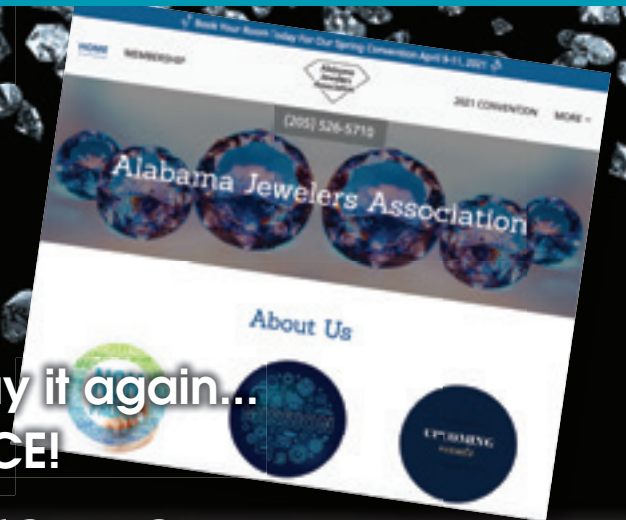
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## Visit The AJA Website!

Alabama  
Jewelers  
Association



We've said it before and we'll say it again...  
**MEMBERSHIP MAKES A DIFFERENCE!**

# AlabamaJewelers.us

EVERY Member is listed with a link to THEIR website!

*You can register online for upcoming conventions, sign up to receive our digital newsletter, find info and pics from past conventions and stay up to date on any upcoming events!*

You Can Also Follow US On  Facebook And  Instagram!

# Membership Makes A Difference!

*It's true! Here are some of the many benefits that come with an Alabama Jewelers Association membership:*

- We are a non-profit association that promotes professionalism and high ethical standards of business practice in the jewelry trade.
- Our mission is to provide educational programs and services to improve the knowledge and skills of our members who share common goals in growing their business.
- Membership in AJA lends credibility and professionalism to your store and accentuates your image as a professional jeweler.
- Annual spring convention features leading industry experts and educators to update you and your staff while enjoying professional networking and fellowship opportunities with other retail jewelers and suppliers.
- FedEx shipping savings of up to 42% available to retail jewelry members through our special state association discount program with FedEx.
- **NEW BENEFIT - AJA Scholarship Program**
- Annual jewelry design competition.
- Lifetime Member Award.
- Associate of the Year Award.
- Bi-Annual Newsletter.
- Annual Yearbook and Member Directory.

[www.AlabamaJewelers.us](http://www.AlabamaJewelers.us)

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Walter H. Pickens, Jr.  
*President*

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**Call for an in-person appointment at your store or to have a FedEx or UPS insured label emailed to you for shipping. 248-761-4949**

**WWW.DLightRefiners.com**





# Membership Makes A Difference!



## AND SO DO OUR MEMBERS!

To All Of Our 2020 Advertisers and Sponsors... *Thank You!*

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# Begin Creating Your Designs for the

## 2021 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 Nancy Dawkins at (205) 526-5710 or visit [www.AlabamaJewelers.org](http://www.AlabamaJewelers.org)


### These are the Categories...

- o **Category 1)** Materials may cost up to \$1,000
- o **Category 2)** Materials may cost between \$1,001 to \$3,000
- o **Category 3)** Materials may cost over \$3,000
- o **CAD/CDM:** Cost of materials may vary
- o **People's Choice**
- o **Best In Show**


*The Official Rules of Entry are listed on the next page.*



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Frank, Eric, and David Jones  
2798 John Hawkins Pkwy, Suite 124  
Birmingham, AL 35244  
205-682-0779

**2021 Alabama Jewelers Association Jewelry Design Competition**  
**Renaissance Montgomery Hotel & Spa at the Convention Center - Montgomery, Alabama**  
**Sunday, April 11th, 2021**

**ENTRY FORM**

Registration Fee Is \$25.00 Per Design, Per Category - Waived For First Time Entry  
Jeweler May Submit One Design Per Category In The Competition  
**DEADLINE FOR ENTRIES IS TUESDAY, APRIL 6TH, 2021**

- Please Advise AJA About Your Entry Before Tuesday, April 6th, 2021 ••
  
- Must have entries at the Design Competition Desk at 8:30am on April 11th, 2021 ••

Designer Name \_\_\_\_\_ Store Name \_\_\_\_\_

Email \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Number Of Years At The Bench \_\_\_\_\_

Select Your Category (Based On Cost Of Materials ONLY - NOT The Retail Value Of The Finished Item)

1. \$1,000 & Under \_\_\_\_\_ 2. \$1,001 To \$3,000 \_\_\_\_\_ 3. \$3,001 & Over \_\_\_\_\_

**ENTRY #1 - Total Cost Of Materials \$ \_\_\_\_\_**

Detailed Description Of Piece **REQUIRED** (If Possible, Include A Sketch or Photo)

**ENTRY #2 - Total Cost Of Materials \$ \_\_\_\_\_**

Detailed Description Of Piece **REQUIRED** (If Possible, Include A Sketch or Photo)

**ENTRY #3 - Total Cost Of Materials \$ \_\_\_\_\_**

Detailed Description Of Piece **REQUIRED** (If Possible, Include A Sketch or Photo)

**ENTRY #4 - CAD/CAM - Total Cost Of Materials \$ \_\_\_\_\_**

Detailed Description Of Piece **REQUIRED** (If Possible, Include A Sketch or Photo)

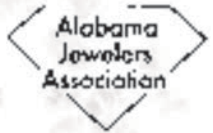
Please Contact **Megan Sherrer-Neel** About Your Entry  
3012 Airport Boulevard • Mobile, AL 36606  
Call (251) 473-1706 or Email [Megan@lousjewelry.com](mailto:Megan@lousjewelry.com)

• PAYMENT FOR ENTRY IS DUE BEFORE DESIGN COMPETITION BEGINS •





# Don't Forget the 2021



## Alabama Jewelers Association Scholarship Program

*Ask not what you can do for the Alabama Jewelers Association,  
but what the Alabama Jewelers Association can do for you.*



The AJA is one of the strongest State Jewelry Associations in the country, and we are adding another benefit for our members.

Beginning in 2020, the AJA has awarded two (2) scholarships annually in the amount of \$500 each, to two AJA members to put towards their continuing education in the jewelry industry.

We look forward to naming this year's winners during the April Convention. This convention will be held at the Renaissance Montgomery Hotel & Spa at the Convention Center in Montgomery, Alabama, April 9th – 11th, 2021.

*The requirements as well as the scholarship application is on the adjoining page of this newsletter as well as online at [www.alabamajewelers.org](http://www.alabamajewelers.org).*



# 2021

## Calendar of Events

**IJO**

Feb 26-March 2, 2021  
Orlando, FL

**LUXURY BY JCK  
(INVITE ONLY)**

June 2-3, 2021  
Las Vegas, NV

**ATLANTA JEWELRY SHOW**

Aug 21-23, 2021  
Atlanta, GA

**ATLANTA JEWELRY SHOW**

March 6-8, 2021  
Atlanta, GA

**LUXURY AND JCK**

June 4-7, 2021  
Las Vegas, NV

**AJA SALTWATER  
CONVENTION**

Sept 30 - Oct 3, 2021  
Island House Hotel  
Orange Beach, AL

**JIS**

March 22-24, 2021  
Miami Beach, FL

**RJO**

July 17-19, 2021  
Cincinnati, OH

**JIS OCTOBER**

Oct 8-11, 2021  
Miami Beach, FL

**AJA ANNUAL CONVENTION**

April 9-11, 2021

Renaissance Montgomery Hotel  
& Spa at the Convention Center

**IJO**

Aug 13-17, 2021  
Kansas City, MO

**MARK  
YOUR CALENDARS!**

**Alabama Jewlers Association  
Scholarship Requirements and Application  
Requirements for AJA Scholarship Applicants and Recipients:**

- The AJA Scholarship applicants and recipient(s) must be at least 18 years old (or older) before the first day of the Annual Spring Convention.
- Each applicant and recipient must be currently in the jewelry industry in some form before the date of application submission and must have at least one (1) year of experience in the jewelry industry
- By accepting this Scholarship, the Recipient has agreed to attend a qualifying jewelry program (listed below)
- Application and Recipients must be a member of AJA and current with yearly dues. (Applicant may be employed by a company that is a current member of AJA).
- Application must be sent in with one (1) letter of recommendation for applicant
- Applications are due by March 19th, 2021

*Upon receipt of this scholarship, recipient has 6 weeks to enroll in a course at Gemological Institute of America (GIA), New Approach Jewelry School or American Gem Society (AGS Course). Upon enrollment a scholarship check will be sent to one of the above mentioned courses.*

**Alabama Jewelers Association will award two (2) scholarships in the amount of \$500 each.**

**Send Scholarship Application and Letter of Recommendation to:  
alabamajewelers@icloud.com  
**Scholarship Application****

Full Legal Name: \_\_\_\_\_  
Employer Name: \_\_\_\_\_  
Employer Address: \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Email: \_\_\_\_\_  
Years in Jewelry Industry: \_\_\_\_\_ Current Position: \_\_\_\_\_

In a few short sentences, please tell us what Jewelry Experience you currently have, include how many years you have been in the jewelry industry:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In a few short sentences, please explain why you would like to receive a scholarship, including what you will do with the scholarship if received:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**ALABAMA JEWELERS ASSOCIATION**  
2802 Lurleen B Wallace Blvd., Northport, AL. 35476  
Phone: (205) 526-5710  
Email: [alabamajewelers@icloud.com](mailto:alabamajewelers@icloud.com)  
[www.alabamajewelers.org](http://www.alabamajewelers.org)







2802 Lurleen B Wallace  
Blvd., Northport, AL 35476

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Montgomery, AL  
Permit No. 432

The advertisement features a background of faint, handwritten-style text. On the right side, there is a photograph of an open jewelry box with a yellow interior. Inside the box lies a large, ornate diamond necklace with multiple round-cut diamonds and intricate metalwork. On the left side, the text is as follows:

**LEVYS**  
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WWW.LEVYSFINEJEWELRY.COM

At the bottom right, there are four social media icons: Facebook, Pinterest, Instagram, and TikTok, each set within a diamond-shaped frame.