

# 2022 Alabama Jewelers Association Annual Convention

Alabama  
Jewelers  
Association



  
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## Inside This Yearbook...

- Convention Schedule
- Discovery Table Vendors
- Speakers for the 2022 Convention -  
Introducing Konrad Darling & Tammy Lail
- AJA Scholarship Program Winners from 2021
- Design Competition Winners from 2021

Featured  
Above:  
Winning Entries  
from AJA Design  
Competitions  
2017 - 2020

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# 2022 Convention Yearbook

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# AJA President's Message

Welcome everyone to the 2022 Alabama Jeweler's Convention at the Hilton Doubletree Hotel in Birmingham!

Last year's event in Montgomery was truly outstanding! We were able to distribute two more recipients with our Alabama Jewelers Scholarship towards advanced gemology and jewelry education. This year in Birmingham, we have planned a fantastic event with industry education from Graduate Gemologist and gemstone expert Konrad Darling and Tammy Lail.

I encourage everyone to continue to find their "nugget" from this convention to use directly with their sales teams and utilize it as a great networking opportunity for building relationships with other passionate professionals.

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.

Lastly, it is an absolute honor and privilege to serve the Alabama Jewelers Association. I look forward to our time together and that we gain knowledge to serve our customers better in our continually evolving industry.



*President*

Ryan Snuggs  
Bromberg & Co.  
Birmingham, AL



Warmest regards,  
M. Ryan Snuggs  
AJA President

## AJA Executive Officers



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# 2022 Convention Speakers

## Konrad A. Darling – DARLING GEM IMPORTS

Konrad Darling is C.O.O of family owned Darling Imports, a color gemstone wholesaler operating since 1992. He has been fully involved with the company since 2011 with roles in sales, marketing, and inventory purchasing.



**CONVENTION TOPIC:** *Navigating the wasteland of color gemstone information online*

*"I was doing some research online and found this color gemstone I like, how can I get it from you?" How many times have you heard this question? In the era of Etsy and multitude of online retailers it's a safe assumption this happens weekly. But, how many of you have felt comfortable handling this question, successfully? The world of color gemstones is vast and there is just enough*

*information online that can lead your customers astray. I'll be discussing what key information you need to gain and how to create realistic expectations to help you feel confident in selling color stones. Color is my passion and I hope it will be yours too!*

## Tammy Lail – INDEPENDENT CONSULTANT

Tammy Lail is a successful business leader that has worked in the Jewelry industry for the last 28 years. During that time worked at Stuller Inc serving many leadership roles including Production, Materials Control, Procurement, Metal Fabrication, Die Striking, Precious Metals Recovery, Corporate Operations, and Merchandising. She is currently an Independent consultant helping businesses improve operations, systems, and leadership coaching.



**CONVENTION TOPIC:** *Customer Engagement*

*86% of customers are willing to pay a higher price for a better experience. How do you rate your service and overall customer experience? In this session we will work*

*through strategies from the initial conversation to the methods you use to thank a customer for the business.*



**Alabama Jewelers Association**

**Alabama Jewelers Association**

*Executive Director: Nancy Dawkins*

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*Javicia Brewer, SeeJaneWriteBlum.com*

**SATURDAY, APRIL 2<sup>ND</sup>**  
**Show starts at 8:00pm**  
**Camellia Room**

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# AJA Supports Jewelers for Children

## JEWELERS FOR CHILDREN A GIFT OF LOVE FOR CHILDREN IN NEED



As the industry's charity, Jewelers for Children (JFC) is generously supported by those who create and sell fine jewelry and watches. Manufacturers, retail jewelers, trade associations, watch companies and those who provide professional services to the jewelry industry unite on behalf of children. Since 1999, nearly \$58 million has been invested in special programs to reach children whose lives have been devastated by catastrophic illness or life-threatening abuse and neglect. Please join with the "Industry with a Heart" in support of the work being done by the following JFC legacy charities.



**AJA raised over  
\$5,400 in 2021!**

### NATIONAL CASA (COURT APPOINTED SPECIAL ADVOCATES) ASSOCIATION

National CASA is dedicated to making the world a safer and more nurturing place for the nation's abused and neglected children. Highly trained CASA volunteers (sometimes called guardian ad litem volunteers) are matched with children and work to ensure that they are placed in stable, caring homes where they can thrive. With more than 1,000 community-based program offices operating in 49 states, the CASA model has become one of the most successful ongoing, large-scale volunteer operations in the country. Nearly 90,000 caring, trained volunteers serve children every year; yet tens of thousands of children go without an advocate to speak for them. Since 2002, Jewelers for Children has provided more than \$10.8 million in funds to recruit and train volunteers who provided critical support to 54,659 abused and neglected children in 338 shared communities nationwide by helping to recruit and train 17,044 volunteers.



### ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION

The Elizabeth Glaser Pediatric AIDS Foundation is a global leader in the fight against pediatric AIDS, working around the world to halt the pandemic and help those already infected with HIV. Its research, prevention and treatment, as well as advocacy efforts have improved the lives of millions of children and families each year as it pursues its ultimate goal: an HIV-free generation. JFC grants, totaling more than \$12.4 million have been directed to research programs – including the Elizabeth Glaser Scientist Award and the International Leadership Award – as well as HIV prevention initiatives which have helped the Foundation bring hope to children and families worldwide. The result...more than 150,000 women having access to pre- and post-natal care to insure healthy, HIV negative babies.



### ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

St. Jude Children's Research Hospital is dedicated to finding cures and saving children. The commitment shown by Jewelers for Children to St. Jude has helped the hospital continue to be one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic childhood diseases. Children from all 50 states and around the world have come through the doors of St. Jude for treatment, and thousands more around the world have benefited from the research conducted at St. Jude – research that is shared freely with the global medical community. JFC helps ensure this crucial research will continue and that no child will ever be denied treatment because of the family's inability to pay. JFC totaling more than \$13.7 million has been used to endow the Bone Marrow Transplant Clinic at St. Jude in 1999, and since then, almost 900 children have received bone marrow transplants. Additionally, JFC has funded the Stem Cell Transplantation Laboratory, a chair in the Genetics and Gene Therapy, immune system research and is currently funding a bone marrow human applications laboratory.



### MAKE-A-WISH® AMERICA

Make-A-Wish America grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 315,000 wishes in the U.S. since inception. Since 1999, JFC has provided \$13.3 million to grant the wishes for over 1,950 children and their families in the United States. More than \$1.9 million has been provided to Make-A-Wish India to grant more than 12,000 wishes there as well.



JFC has also provided \$345,000 to the Santa-America Fund to recruit volunteer Santas and Elves to visit children in crisis and nearly \$100,000 to the Organization for Autism Research.

WHEN WE WORK TOGETHER TODAY,  
WE CREATE MAGIC TOMORROW.



Some hands are always willing to help, nearly \$57 million donated since 1999 to help children in need. Today we celebrate those children. [Join us!](#)

More than

**1900 WISHES**

funded in the U.S.

More than

**53,000 KIDS**

in foster care gained access to a dedicated, caring volunteer

**1000s OF KIDS**

received life-saving medical care

**JEWELERS FOR CHILDREN PROUDLY SUPPORTS:**

St. Jude Children's Research Hospital\* • National CASA Association  
Make-A-Wish® America • Elizabeth Glaser Pediatric AIDS Foundation

# 2021

## Design Competition Winners

### CATEGORY 1 WINNER

**Candace Wade**  
Levy's Fine Jewelry  
Birmingham, AL

*Mixed Media Wood,  
diamond and Yellow  
Gold Earrings*



o Category 1: Materials cost \$1,000 & Under

### CATEGORY 2 WINNER & BEST IN SHOW

**Chanse Pope**  
Gold Rush Jewelers  
Cullman, AL

*"Infinite Sea"  
Aquamarine &  
diamond ring*



o Category 2: Materials cost between  
\$1,001 & \$3,000

### CATEGORY 3 WINNER

**Philip Flenniken**  
Bromberg Jewelers  
Birmingham, AL

*Handcrafted Diamond  
Ring*



o Category 3: Materials cost \$3,001 & Over

### CATEGORY CAD/CAM WINNER

**John Poole**  
Hudson-Poole Fine  
Jewelers  
Tuscaloosa, AL

*Fire Opal & Diamond  
Pendant*



o CAD/CDM: Materials cost may vary

### 2021 PEOPLE'S CHOICE

**Natalia Douglas**  
Hayes Jewelers - Mobile, AL

*Pearl Necklace*



*Congratulations to the Winners!*





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## B

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**BROMBERG & CO., INC.**  
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**BROMBERG & CO., INC.**  
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## *K*

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## *L*

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## *O*

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(256) 232-4333

**OSBORNE JEWELERS**  
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Huntsville, AL 35801  
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## *S*

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Fort Payne, AL 35968  
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**SOUTHEASTERN JEWELERS  
& ENGRAVERS**  
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**STRICKLAND JEWELERS**  
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Suite 111  
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(205) 822-9173

**STRATTON - THE JEWELRY COMPANY**  
2801 Memorial Parkway SW  
#105B  
Huntsville, AL 35801  
(256) 715-1377

**SUMMERS JEWELERS**  
11611 East US Highway 431 South  
Guntersville, AL 35957  
(256) 878-4490

# Retail Membership Roster

S

**SWANSON DIAMOND CENTER**  
920 Opelika Road, Suite A  
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(334) 826-1890

W

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# Associate Membership Roster

## A

SUNNY AIYA  
Aiya Designs

CARY L. ALDRIDGE  
Kovel Collection, Cirari,  
Frederic, Duclos

JAMIE ASH  
Texas Institute of Jewelry  
Technology at Paris  
Junior College

## B

ARTHUR BACK  
Dynamic Design, Prime  
Mountings & Lab Diamonds

GREG BAYER  
AmerGem Imports, Inc.

MELISSA BECKER  
Berkley Asset Protection

ANNA BENSMAN  
Global Liquidators,  
Edgewater & Earth Grace

STEVE BERKOWITZ  
Sterling Reputation

TOMMY BOONE  
A.J. Procurements  
International

JOHN BROMBERG  
JB & Company

DORIS BUTLER  
Southern Gates/Cargo Hold

## C

ALLAN CAGLE  
Brilliant Elements

GUS CALLAWAY  
Namano /  
Southeastern Findings

JOHN CARPENTER  
Carpenter Distributors

REGINA CIARLEGLIO  
Jewelers of America

MIKE COMBS  
Premium Wholesale

ROSEMARY CORTE  
Harvest Jewels

KONRAD DARLING  
Darling Gem Imports

ANISH DESAI  
Star Gems, Inc. Atlanta

DANIEL DILMAN  
Roman & Jules

STEVEN EHRMANN  
Intercontinental Diamonds

KRISTEN ELGENFELD  
Ostbye

MIKE FALLAIZE  
Fallzaize Insurance

ROGER FRYSH  
Georgia Diamond Corp.

MICHAEL GERVAIS  
Geib Refining, Inc.

ANN GLYNN  
JHJ Magazine

BEVERLY GODDARD  
Royal Chain Group,  
Wilkerson, Charles Garnier

MIKE HANDLEY  
GemsOne

BILL HARRISON  
Kim International

STEVE HARTZ  
SHR Precious Metals

RHETT & CINDY HARTZOG  
Lafonn & Heera Moti

FRED HOFFMAN  
Equity Diamond Brokers

TORI HOLTEL  
Cas-ker Co.

## J

SHERI IHDE  
Jewelers Mutual Group

MANOJ JAIN  
MS Gems

ERIC JONES  
Global Liquidators

FRANK JONES  
Global Liquidators

HOWARD KELRICK  
Finger Mate, Inc.

DEBBIE KORDANSKY  
DM Kordansky

DAVID KOWALSKI  
IZI Creations,  
Precious Imports, Leslies

STEVEN KRETZER  
Carla / Nancy B  
& Reko Settings

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Apollo MFG, Inc. & Artistry

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D'Light Refiners

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Time Delay

CRAFT MAIER  
Citizen Watch Brand

GLENN MANNING  
Speedwire

MICHAEL McTEIGUE  
McTeigue

RUSSELL MEFFORD  
BitOfMe

RICK MORRIS  
Benchmark

## N

JARED NADLER  
Levy's Fine Jewelry

BILL NEWNAM  
Southern Jewelry News

BARBARA NOLIN  
BRM - Basden Risk  
Management

WALTER PICKENS, JR.  
Pickens, Inc.

TREY PRICHARD  
American Ring Source

EMILY PONKRATZ  
Jewelers Mutual Group

DAVID ROCHA  
Jewelers for Children

BOB ROSECO  
Roseco

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Overnight Mountings

JOHN ROWLETT  
Uneek Jewelry

ANDRE'S SAVOIE  
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United Precious Metal  
Refining

RENEE SINGER  
Start To Finish

STEVE SINGER  
Start To Finish

JOSEPH SPIL  
Samuel Spil Company

# Associate Membership Roster

S

ALLEN STRICKLIN  
Allison Kaufman

STEVE STRICKLIN  
Midwest Closeouts

T

VIKEN TOROSSIAN  
Viken's Jewelry Manufacturing

A.J. TOSYALI  
Benchmark

SAMMY TURNER  
Shefi Diamonds

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JUDY UPTON  
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Moorefield Jewelers - Anniston, AL

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Whitlock Jewelry Store - Eufaula, AL

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Leeds Jewelers - Gadsden, AL

Mr. Russell Benefield\*  
Benefield's Jewelers - Guntersville, AL

Mr. Preston Jones\*  
Ewing Bothers - Atlanta, GA

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Mr. Arnold Roseman\*  
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David's Jewelers - Alexander City, AL

Ms. Janet Ingram  
Alabama Jewelers Association

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Mr. Roger Butler  
Butler Diamonds & Fine Jewelry -  
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Mr. Steve Singer  
Start to Finish - Birmingham, AL

Mr. Jimmy Smith  
Jimmy Smith Jewelers - Decatur, AL

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# 5 Types of Jewelry Store Thefts and How to Prevent Them

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When you see a news story about jewelry crime, you can usually count on it being a smash-and-grab robbery or rooftop burglary. While these crimes are newsworthy for the general public, jewelers shouldn't overlook small-scale thefts.

The number of these types of thefts reported to the Jewelers' Security Alliance every year remains staggering. According to the JSA annual report, a total of 985 jewelry store thefts were reported in 2018, resulting in \$12.6 million in losses.

Each incident may represent a small dollar amount when compared to other types of crimes, but they can add up fast. If you don't know what type of criminal behavior to be on the lookout for, these crimes will continue to nickel-and-dime (speaking extremely loosely) the industry a few pieces at a time.

Keep these five types of jewelry store theft techniques on your radar and get in the habit of practicing preventative measures.

## 1. Grab-and-Run Thefts

Data from JSA's 2018 Annual Crime report show that these types of thefts are by far the most common, 65% of the total in 2018. That's probably because they require more nerves than skill to commit.

### **What is Grab and Run Theft?**

Criminals committing this type of crime will typically walk into a store, appearing to browse the merchandise. Usually they'll move toward the most valuable merchandise on the showroom floor and ask to see a particular piece. From there, they simply run off with whatever they asked to view.

### **How do you prevent Grab and Run Theft?**

Ask to see a customer's ID before allowing the individual to try on merchandise, no matter what its value is. Once you've verified that the ID is legitimate, retain it until they customer has returned the piece. Remember to show an item only after you've examined the ID, though. Multitasking can be risky, because some grab-and-run attempts have featured suspects taking merchandise directly from the hands of sales associates before the ID was deemed legitimate.

Never show more than one piece at a time. If a customer is adamant about comparing pieces side by side, put one on yourself and let the customer compare. Never have more than two pieces out of your showcases at once, as some criminals are bold enough to attempt grab-and-run thefts with entire trays of rings.

Speaking of being bold: many criminals will appear nervous or fidgety before attempting a grab-and-run. Document suspicious incidents like these so if the suspect returns, the rest of your staff will know how to properly react.

Hear from Larry Spicer, Jewelers Mutual Group's Vice President of Loss Prevention and Risk Management about how to prevent falling victim to a grab and run theft. Plus, what to do if it happens to you. Go to [www.youtube.com/watch?v=H61YiAAYHgQ](https://www.youtube.com/watch?v=H61YiAAYHgQ).

## 2. Distraction Theft

These types of thefts often come in waves depending on the activity of criminal groups where multiple

people work together. However, they are less common and more difficult to execute.

### **What is Distraction Theft?**

A group of criminals will work together to overwhelm sales associates to the point where one of the criminals in the group is not attended to and gains access to merchandise. These groups may enter the store together and disperse, or they may enter separately. Although they don't appear to be colluding, they have probably cased their targeted location numerous times and are coordinating a well-orchestrated effort.

The lengths that these criminals will go to can be very dramatic. They've been known to feign illnesses or appear frustrated over poor customer service and cause an uproar. What's worse, children have also been used as pawns to create distractions for these thefts.

### **How do you prevent Distraction Theft?**

- Greeting every customer who enters your business is a good start – that way, any criminal will know you're attentive. From there, offer to help them on a one-to-one basis and stay focused on that customer until the individual has left. Politely remind others that you're in the process of helping someone and will be with them when you're available.
- Don't feel ashamed to request help from a coworker to handle an influx of people. If your business has issues with handling crowds, you may need to consider a few more serious options:
- Hire additional employees
- Relocate or remodel for better customer flow

- Install an access control system
- Lastly, don't forget to restrict access to your showcases. This means two things:

1. *Always keep your showcases locked, even when you're showing merchandise.*
2. *Never allow your showcase keys to be accessible to anyone but store associates.*

### 3. Sneak Theft

Do you allow customers to view more than one piece of merchandise at a time at your business? If so, you could be setting yourself up to become a victim of sneak theft.

#### What is Sneak Theft?

Similar to a distraction theft, a crook trying to execute a sneak theft will attempt to overwhelm store associates, but in nonchalant fashion, and often acting alone. Most often, the criminal does this by trying on various pieces of merchandise and claiming that they don't like the fit or style. Somewhere along this process, the criminal will attempt to pocket some of the merchandise if they believe the sales associate is not attentive enough to notice.

The criminal might also attempt slip a hand inside of an unlocked showcase while the store associate is showing another set of pieces. The thief may also simply snag an item from a tray while the associate's back is turned.

#### How do you prevent Sneak Theft?

The same showcase restrictions apply to sneak thefts as they do to distraction thefts, but showing only one item at a time is even more important in this scenario.

This can be a difficult rule to follow when you're on the verge of a sale, but criminals know this and will use it to their advantage as they guilt you into showing multiple items at once.

Don't fall for this. Let all of your customers know right from the get-go that your business has basic security procedures in place. To assist our policyholders, Jewelers Mutual provides displays, stickers and window clings to help get the point across.

### 4. Switch Theft

Arguably the most difficult theft for

criminals to pull off, this method is still one to keep an eye out for because if it does occur, it can be costly.

#### What is Switch Theft?

After following the correct procedures of asking for ID, securing your showcases, and showing only one item at a time, you might feel confident that there's little risk of having merchandise stolen.

However, sophisticated criminals have been known to switch real items with fakes from time to time. This takes an almost magical sleight of hand to accomplish and it regularly involves loose stones. Occasionally, if a criminal has cased a business and tried on merchandise like rings, earrings, and bracelets during earlier visits, that criminal may return with a lookalike and attempt a switch.

#### How do you prevent Switch Theft?

Other than intently watching your customers, the most surefire way is to always examine items using a loupe before and after someone else interacts with the piece. This technique is not only more effective but also less likely to make your customers uncomfortable than if you were to overtly study their every move.

But why loupe an item before showing it? This simply helps reassure you that what you're giving out is what you're getting back.

### 5. Internal Theft

Not all crimes are committed by gangs and crime syndicates. Seemingly harmless white-collar crimes can add up quickly if they're not addressed.

#### What is Internal Theft?

Internal theft is any employee stealing from your business. This could take the black-and-white form of an associate pocketing merchandise for personal gain, but it can also manifest itself in other ways:

- Employees could process their own transactions at the point-of-sale and apply a discount.
- Random amounts of cash could end up "disappearing".
- If you do custom designs, bench work, or are in jewelry manufacturing, remember that those flakes of gold can really add up.

#### How do you prevent Internal Theft?

Reviewing the footage captured by your security cameras can help you put a stop to internal theft, but prevention begins by hiring trustworthy people and training them properly. Make sure there are checks and balances in place so that senior-level employees don't abuse the power of their position, either. Having an honest and transparent culture at your business can go a long way for preventing internal theft.

Just remember that if you are going to take disciplinary action on an employee you believe is committing internal theft, make sure your claim is well-founded. If you can't prove criminal actions and wrongfully terminate the employee, you could open your business up to an employment practices liability claim.

#### Identifying Casing Behaviors

Ideally, every associate should be able to recognize behaviors and respond accordingly.

Instances like these should be alarming to anyone who experiences them:

- Large groups of people entering at normally slow times
- People talking, texting or signaling to others inside your store
- Receiving unusual questions about your security operations
- Individuals who avoid eye contact when greeted or offered help, and who claim that they are "just browsing"
- People wearing bulky clothing that doesn't match the season, and people whose attire tends to conceal their appearance

These are just a few common examples that have been observed in past crimes. However, if you're associates have a strange feeling about a situation, urge them to document it in a suspicious incident log and inform others at your business.

Your local law enforcement and/or security company should be contacted as soon as possible too.

**Want to learn more on how you can keep your jewelry store safe 24/7?**

**Read our comprehensive Jeweler Security Guide at [www.jewelersmutual.com](http://www.jewelersmutual.com).**



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I'm affiliated with GIA and I decided a few years ago that I would move toward retirement. As I inquired about sales, it became very evident that Wilkerson had the best reputation from all of my research. That is the reason I pursued and investigated having a Wilkerson sale to help me retire.

Bill and Debbie, a husband and wife team, were chosen to help us with this retirement sale, and I feel they have done an excellent job. I have been very comfortable all the way through the process. One of the things that was very good about Wilkerson is they helped me analyze, and then they analyzed the sales figures for the past number of years and did projections on what they felt a Wilkerson sale could produce.

I have to say, not only did we meet our goal, but we exceeded the goal that Wilkerson had given me as a projection by 134%. Wilkerson has tenure in the industry. They have staffing of consultants, who have owned their own businesses and know how to run a business. I think as a full package Wilkerson has done a very good job, and I definitely would recommend Wilkerson to a person who is looking to retire or reduce inventory."

-Fran Lewis



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# 2022 Annual Convention Schedule

## APRIL 1-3, 2022 DOUBLETREE BY HILTON PERIMETER PARK 8 PERIMETER PARK S, BIRMINGHAM, AL 35243

### FRIDAY, APRIL 1<sup>ST</sup>

5:00 – 10:30pm Hospitality Suite Open..... Cyress on 8th Floor  
*Pick up your Informational packets, eat, drink, and get to know your fellow jewelers!*

### SATURDAY, APRIL 2<sup>ND</sup>

6:30 – 10:00am Breakfast ..... Made Market Hotel Lobby

10:00am – 3:00pm Leave Hotel for Barber Vintage Motorsports Museum Guided Tour (\$27.00)  
or Shopping and Lunch at the Summit .....Meet in the Hotel Lobby

4:30 – 6:30pm Hospitality Suite Open..... Cyress on 8th Floor  
*Pick up your Informational packets, eat, drink, and get to know your fellow jewelers!*

6:30 – 7:00pm Presidents Reception..... Patio/Poolside

7:00 – 8:00pm Dinner..... Camellia

8:00 – 9:00pm Comedian/Magician Brian Reaves ..... Camellia

9:00 – 10:00pm Hospitality Suite Open..... Cyress on 8th Floor

### SUNDAY, APRIL 3<sup>RD</sup>

6:30 – 10:00am Breakfast ..... Made Market Hotel Lobby

8:00 – 8:30am Discovery Tables & Jewelry Design Contest Setup..... Daffodil

8:30 – 9:30am Registration & Light Breakfast.....Main Hallway and Daffodil

8:30am – 3:00pm Discovery Tables Open ..... Daffodil

9:30 – 10:30am Speaker Tammy Lail .....Magnolia 3 & 4

10:30 – 11:00am Break

11:00 – 12:00pm Speaker Konrad Darling .....Magnolia 3 & 4

12:00 – 12:30pm Break

12:30 – 2:00pm Past Presidents Luncheon .....Magnolia 1 & 2  
Jewelry Design Contest & Lifetime Awards

Until 3:00pm Discovery Tables Still Open ..... Daffodil

**If you have any questions or would like more information:  
Contact Convention Coordinator - Nancy Dawkins (205) 526-5710**

# Discovery Tables Vendors

**SUNDAY, APRIL 3<sup>RD</sup> • 8:30AM - 3:00PM**

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*Eric Jones*

**Premium Wholesale**  
*Mike Combs*

**Aiya Designs**  
*Sunny Aiya*

**MS Gems**  
*Naman & Shubhanig Jain*

**Southern Gates / Cargo Hold**  
*Doris Butler*

**Roman & Jules**  
*Daniel Dilman*

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*Anish Desai*

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# Alabama Jewelers Association Scholarship Program



*The 2021 Winners were...*



Mark Wright  
Bromberg & Co. Jewelers  
Birmingham, AL



Becky Sampson  
Hobbs Jewelers  
Athens, AL

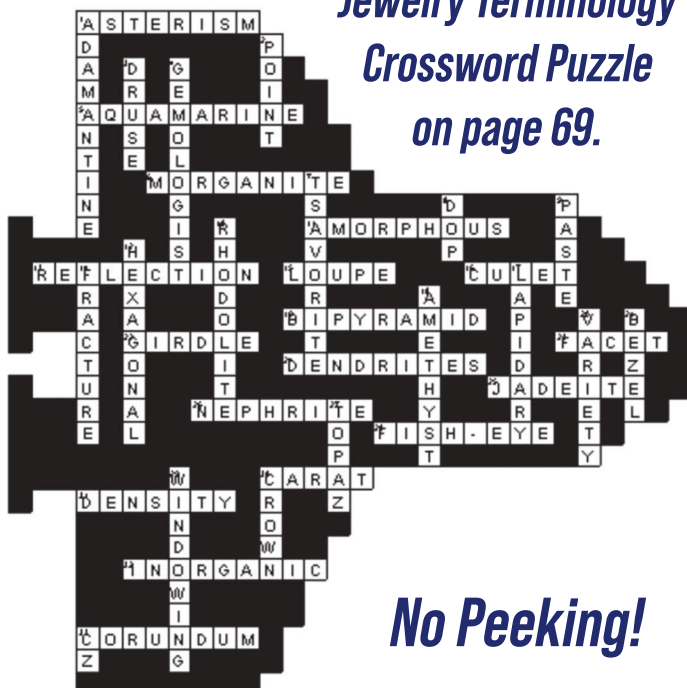
At the 2021 convention, the AJA awarded two (2) scholarships in the amount of \$500 each, to two AJA members for their continuing education in the jewelry industry.

The winners are Becky Sampson of Hobbs Jewelers in Athens, AL and Mark Wright of Bromberg & Co. Jewelers in Birmingham, AL.

*Congratulations!*

## ANSWERS

*Jewelry Terminology  
Crossword Puzzle  
on page 69.*

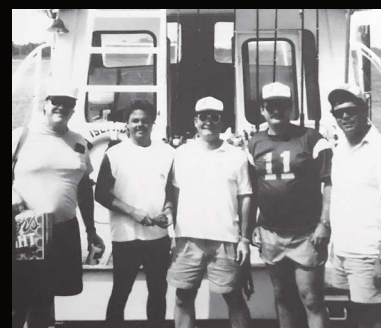


*No Peeking!*

## *Past Associate Members of the Year*

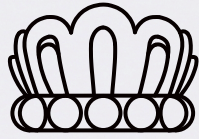
2018 .. Beverly Goddard	2005 .....	Judy Carter
2017 .....	2004 .....	Ralph Williams
2016 .....	2003 .....	Steve Singer
2015 .....	2002 ....	Tommy Gardner
2013 .....	2001 .....	Sammy Turner
2012 .....	2000 .....	Pat Graves
2011 .....	1999 ....	Marsha Dunsker
2010 .....	1998 .....	Don Carpenter
2009 .....	1996 .....	Hamit Tosyali
2008 .....	1995 .....	Jed Dunsker
2007 .....	1994 ...	Walter Pickens, Sr.
2006 .....	1993 .....	Steve Stricklin

# Looking Back at AJA Over the Years...



# Alabama Jewelers Association





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# Gemstone & Birthstone Guide

JANUARY		FEBRUARY		MARCH		APRIL		MAY	
									
GARNET		AMETHYST		AQUAMARINE		DIAMOND CZ		EMERALD	
JUNE				JULY		AUGUST		SEPTEMBER	
									
PEARL		MOONSTONE		ALEXANDRITE		ALEXANDRITE		RUBY	
PERIDOT		SAPPHIRE							
OCTOBER			NOVEMBER			DECEMBER			
									
OPAL		PINK TOURMALINE		CITRINE		YELLOW TOPAZ		BLUE ZIRCON	
BLUE TOPAZ		TANZANITE							

# Anniversary Gemstone Guide

1st		2nd		3rd		4th		5th		6th		7th	
	GOLD		GARNET		PEARL		BLUE TOPAZ		SAPPHIRE		AMETHYST		ONYX
8th		9th		10th		11th		12th		13th		14th	
	TOURMALINE		LAPIS LAZULI		DIAMOND		TURQUOISE		JADE		CITRINE		OPAL
15th		16th		17th		18th		19th		20th		21st	
	RUBY		PERIDOT		AMETHYST		CAT'S EYE CHRYSOBERYL		AQUAMARINE		EMERALD		IOLITE
22nd		23rd		24th		25th		30th		35th		40th	
	SPINEL		IMPERIAL TOPAZ		TANZANITE		SILVER		PEARL		EMERALD		RUBY
45th		50th		55th		60th		65th		70th		80th	
	SAPPHIRE		GOLD		ALEXANDRITE		DIAMOND		SAPPHIRE		DIAMOND		RUBY



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# MM to Carats Stone Conversions

CARAT SIZE	ROUND SHAPE mm.	PEAR SHAPE mm.	MARQUISE SHAPE mm.	OVAL SHAPE mm.	OCTAGON SHAPE (EMERALD) mm.	HEART SHAPE mm.	TRILLION SHAPE mm.	SQUARE SHAPE (PRINCESS) mm.
.005	1.0							
.0067	1.15							
.0075	1.12							
.01	1.3							
.015	1.5							
.02	1.7							
.025	1.8							
.03	2.0							1.5x1.5
.035	2.1		2.5x1.25					
.04	2.2		3x1.5					1.75x1.75
.05	2.4							
.06	2.5		3.5x1.75					2x2
.07	2.7		3.5x2					2.25x2.25
.08	2.8				2.8x2.1			
.09	2.9	3x2.5	4x2					
.10	3.0						3x3x3	2.5x2.5
.11	3.1		4.25x2.25					
.12	3.2	4x2.5			3.3x2.5	3x3		
.14	3.3	4x3	4.5x2.5				3.5x3.5x3.5	2.75x2.75
.15	3.4		5x2.5		3.5x2.6			
.16	3.5	4.5x3						
.17	3.6							3x3
.18	3.7						4x4x4	
.20	3.8	5x3	5x3	4x3	3.9x2.9	3.5x3.5		3.25x3.25
.22	3.9							
.23	4.0							3.5x3.5
.25	4.1		6x3	5x3	4.2x3.1	4x4	4.5x4.5x4.5	
.30	4.2	5.5x3.5	6x3.5					3.75x3.75
.33	4.4				5x3		5x5x5	
.38	4.6		7x3.5	5x4		4.5x4.5		
.40	4.8						5.5x5.5x5.5	4x4
.47	5.0							
.50	5.2	6x4	8x4	6x4	5.2x3.9	5x5	6x6x6	4.5x4.5
.60	5.4							
.65	5.6					5.5x5.5		
.75	5.8	7x5	9x4.5		6x4	6x6		5x5
.80	6.0				6x4.5			
.95	6.4							
1.00	6.5	8x5	10x5	7x5	7x5	6.5x5.5		5.5x5.5
1.10	6.6							
1.17	6.8							
1.25	7.0			7.5x5.5				
1.33	7.2							
1.50	7.4	9x6	11x5.5	8x6	8x6	7x7	7x7x7	
1.60	7.6							
1.75	7.8							
1.90	8.0							
2.00	8.2	10x7	12x6	8.5x6.5	8.5x6.5	8x8	8x8x8	
2.15	8.4							
2.25	8.6							
2.50	8.8	12x7	13x6.5	9x7	9x7	8.5x8.5	9x9x9	
2.85	9.2							
3.00	9.4	12x8	14x7	10x8	10x8	9x9	10x10x10	
3.15	9.6							
3.35	9.8							
3.50	10.0	13x8	14x7.5	10x8.5		9.5x9.5		
3.75	10.2							
4.00	10.4	14x8	16x8	11x9	11x9	10x10		
4.25	10.6							
4.50	10.8	14.5x9		11x9.5		10.5x10.5		
4.75	11.0							
5.00	11.2	15x9	16x8.5	12x10	12x10	11x11		

NOTE: These are approximate Diamond Sizes



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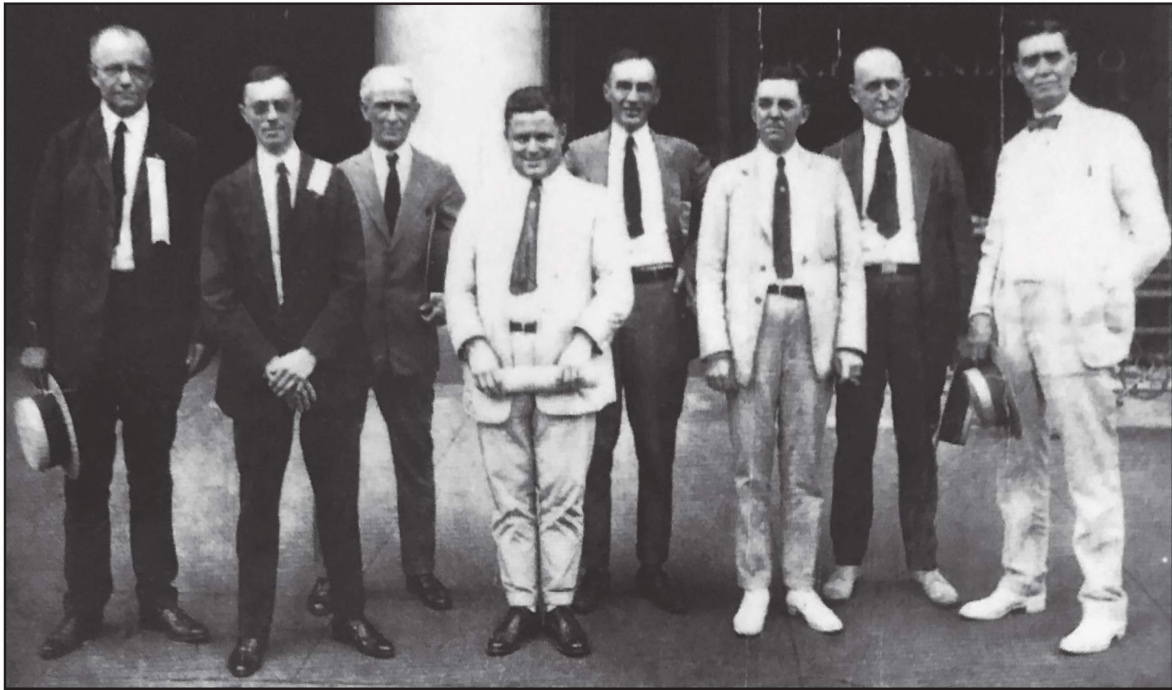




# Our Founders



## 1920 – First Annual Convention



**FIRST ALABAMA CONVENTION** - Shown in front of Birmingham's Morris Hotel in 1920 are (L to R): J. C. Mickleboro, Marion; Aaron Ash, Birmingham; Frank Lynch, Birmingham; Henry Hausman, New Orleans; E. M. Dorian, Anniston; Reid Lawson, Birmingham; O. L. Bunn, Birmingham; and the representative of the American Retail Jewelers Assn. (name unknown)

## 1948 – The First Modern-Day Convention



**ASSOCIATION REORGANIZED** - The Thomas Jefferson Hotel in Birmingham was the scene of the 1948 convention that saw the association reorganized. Left to right, front: Aaron Ash, Birmingham; Robert Bromberg, Birmingham, President; Alex Fekula, Mobile, Vice President. Back: Garfield Goodwin, Bessemer, Secretary - Treasurer; Ben Ash, Birmingham; Terry Born of SJTA; and Raymond Hoffman, Gasden, Vice President.



# Past Presidents of the Alabama Jewelers Association



Marshall Sanford 2018-2020	Tim Sherrer 1998-2000	Jim Ingram* 1984-1986	Charles Ray Martin* 1970-1971	Kalman Shwarts* 1958-1959
Glenn Manning 2016-2018	Kelley Winn* 1997-1998	Hoyt Young* 1983-1984	Russell Benefield* 1969-1970	Claude Moore* 1957-1958
Danny Clarke 2014-2016	Doug Doggett 1995-1997	Tom Peoples 1981-1983	Elton Johnson* 1968-1969	J.L. Hoffman* 1956-1957
Jared Nadler 2012-2014	David Hudson 1994-1995	Gene Poole 1979-1981	Paul Vining* 1967-1968	Jim Pitts* 1955-1956
Nick Sanders 2010-2012	Richard White 1992-1994	Keith Byrd 1977-1979	Ferrell D. Mason* 1966-1967	Garfield Goodwin* 1953-1955
Don Lowe 2008-2010	Alan Dailey 1991-1992	Ray Thomas* 1976-1977	James L. Hasty* 1965-1966	Raymond Hipp* 1952-1953
Nancy Dawkins 2006-2008	Willis Michaels* 1990-1991	Jimmy Smith 1975-1976	Frank Bromberg, Jr.* 1964-1965	William N. Neville* 1951-1952
Marshall Sanford 2004-2006	Pat Costello 1989-1990	David Ginn* 1974-1975	William Spidle* 1963-1964	Ben Ash* 1950-1951
John Poole 2002-2004	Emily Ware 1988-1989	Joe Duck* 1973-1974	Lamar Ware* 1962-1963	Raymond Hoffman* 1949-1950
Ken Kirkland 2001-2002	Jimmy Ray Smith 1987-1988	Roger Butler 1972-1973	Dwight Raff* 1961-1962	Robert Bromberg* 1947-1949
Terri Moore 2000-2001	Ronnie Ware 1986-1987	Paul Moore* 1971-1972	Pinky Koss* 1959-1961	*Deceased



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- Post information and/or events going on in your store.
- Get advice from your fellow AJA members.



[www.facebook.com/groups/441638887276311](http://www.facebook.com/groups/441638887276311). This is a private group where only members can see who's in the group and what they post.



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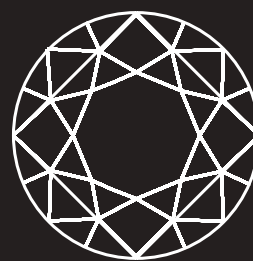
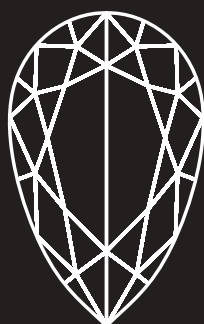
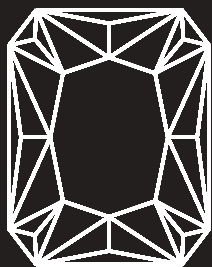


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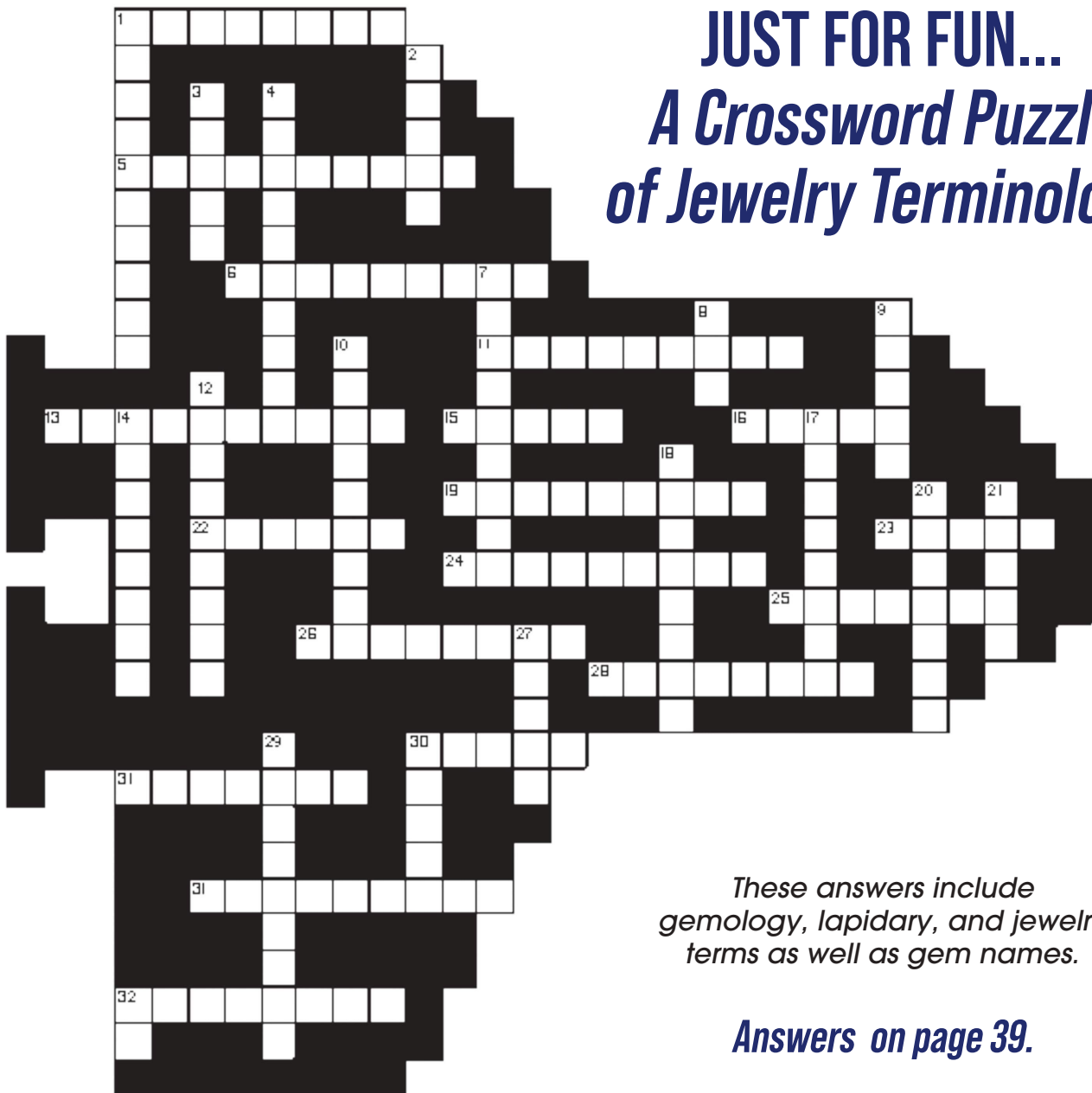
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# JUST FOR FUN...

## *A Crossword Puzzle of Jewelry Terminology*

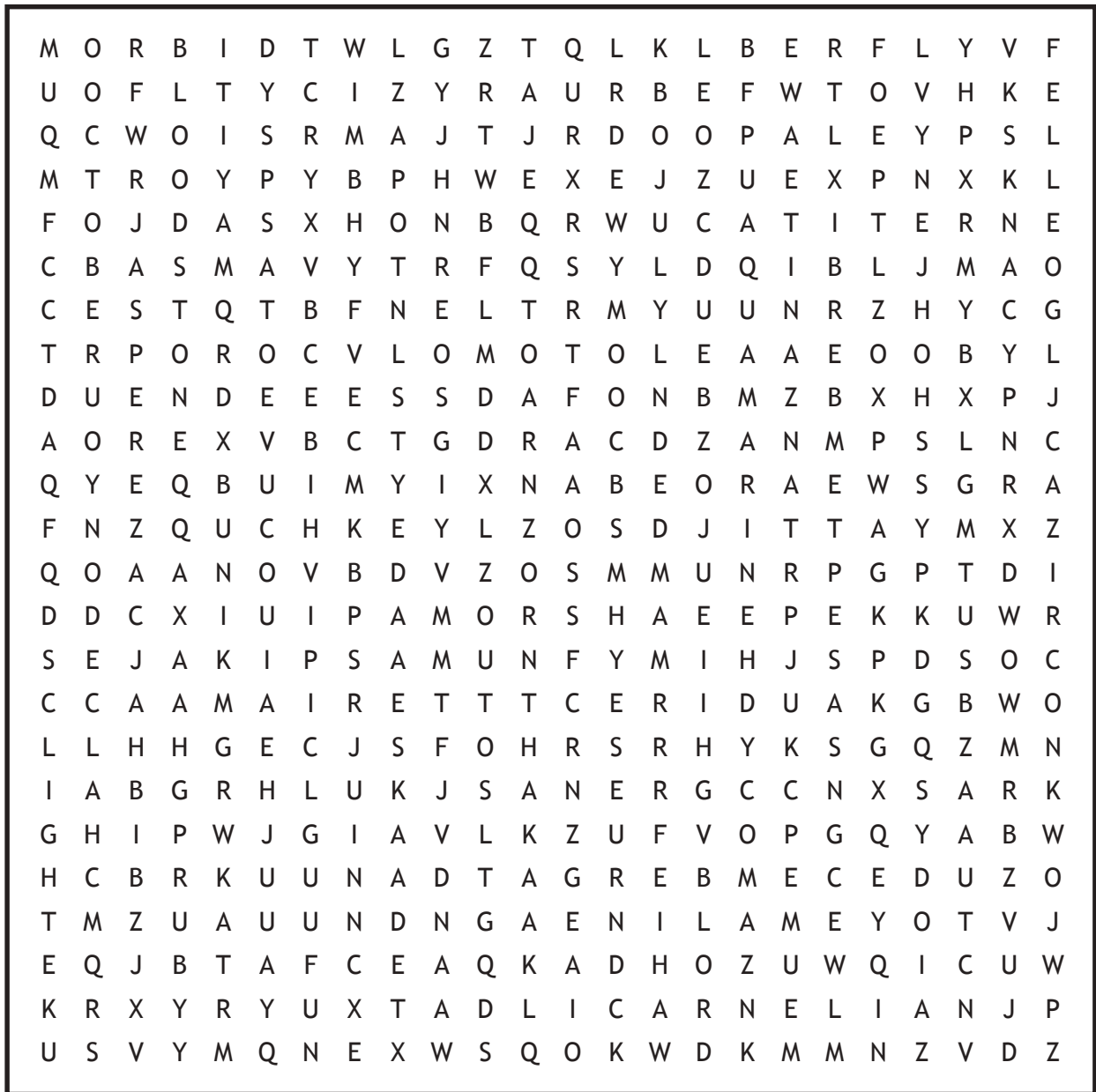


*These answers include  
gemology, lapidary, and jewelry  
terms as well as gem names.*

*Answers on page 39.*

Across	Down
1 Stars	1 Highest possible luster
5 Sea blue gem	2 1/100th carat
6 Pink gem	3 Tiny crystals in a cluster
11 No crystal structure	4 Person who studies gemstones
13 Light bounce	7 Green garnet
15 Magnifier	8 Holds a gem while cutting
16 Bottom tip of a gem	9 Glass imitation
19 Symmetrical crystal formation	10 Purple garnet
22 Widest part of a gem	12 Six sided crystal
23 Flat surface on a gem	17 Person who cuts gems
24 Looks like a tree	18 Purple quartz
25 Favorite Chinese carving stone	20 Color variation
26 Tough green gem	21 Band that holds a gem
28 Optical effect from poor cutting, (hyphenated)	27 Golden gem
30 Unit of weight	29 Light hole in the bottom of a gem
31 Not a living organism	30 Top portion of a gem
32 Family of ruby	

# JUST FOR FUN...A WORD SEARCH



## BIRTHSTONES

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Sardonyx	Ruby	December	November	Topaz	October
Chrysolite	September	August	Carnelian	Onxy	July
Diamond	Aquamarine	Bloodstone	Emerald	June	Agate
Camelian	Chalcedony	May	April	Sapphire	March
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