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2024 Convention Yearbook

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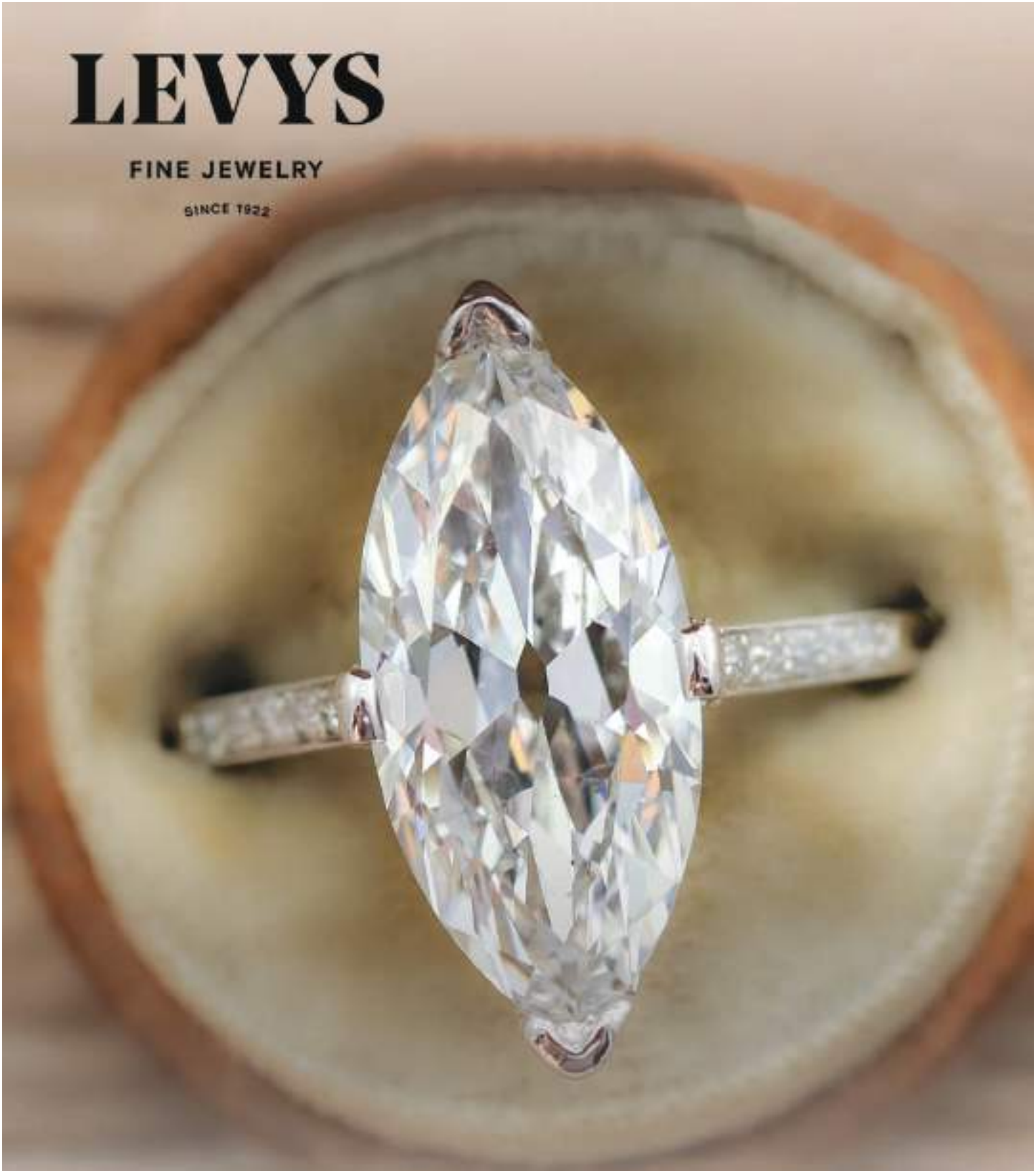
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AJA President's Message

Welcome to the 100th anniversary of Alabama Jewelers Association. It is an honor to be here with each of you to celebrate this milestone for our organization and for all the jewelers in our state. Thinking back over the last few decades that I have been in the jewelry industry, styles have changed so much. I know several bench jewelers who are happy to see the micro pave' trend leave. Our industry has changed a lot over the last century. Styles have come in and out of fashion. Imagine the styles that will occur over the next century.

One thing that has not changed, Alabama Jewelers Association remains one of the strongest and most unified statewide jewelers' organizations. This is all because of our members, associate members, sponsors, and regular attendees. THANK YOU! Thank you to each one of you. AJA would not be here today without YOU. I'd also like to thank all our past presidents, especially those in attendance this weekend. Thank you for being an example to me and so many before me.

I hope you enjoy this weekend filled with fun and education. Thank you, Nancy, and our board, for putting together this weekend. Let's party like it's the 1920's!



President
Megan Sherrer-Neel
Lou's Jewelry
Mobile, AL

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Levy's Fine Jewelry
Birmingham, AL



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Mobile, AL



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Birmingham, AL



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2023

AJA Design Competition

CATEGORY 1 WINNER

Billie Maske
Levy's Fine Jewelry
Birmingham, AL

Two light green jade rings, one suspended in the other with 14K chain and cuffs, a Baroque pear pearl dangling from the bottom.



Category 1: *Materials cost $1,000 & Under*

CATEGORY 2 WINNER •PEOPLE'S CHOICE•

Candace Wade
Levy's Fine Jewelry
Birmingham, AL

Artisan created 14k yellow gold earrings with 0.60ctw bezel set diamonds and dangling 6ct bullet shaped aquamarines.



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

CATEGORY 3 WINNER •BEST IN SHOW•

Robert Whatley
Levy's Fine Jewelry
Birmingham, AL

18K yellow gold, hand fabricated, free form ring with 1ct marquee diamond and .87ctw trillion.



Category 3: *Materials cost $3,001 & Over*

CATEGORY 4 WINNER (CAD/CAM)

Steven Sherrer
Lou's Jewelry -
Mobile, AL

14K rose gold sapphire and diamond ring with a textured finish.



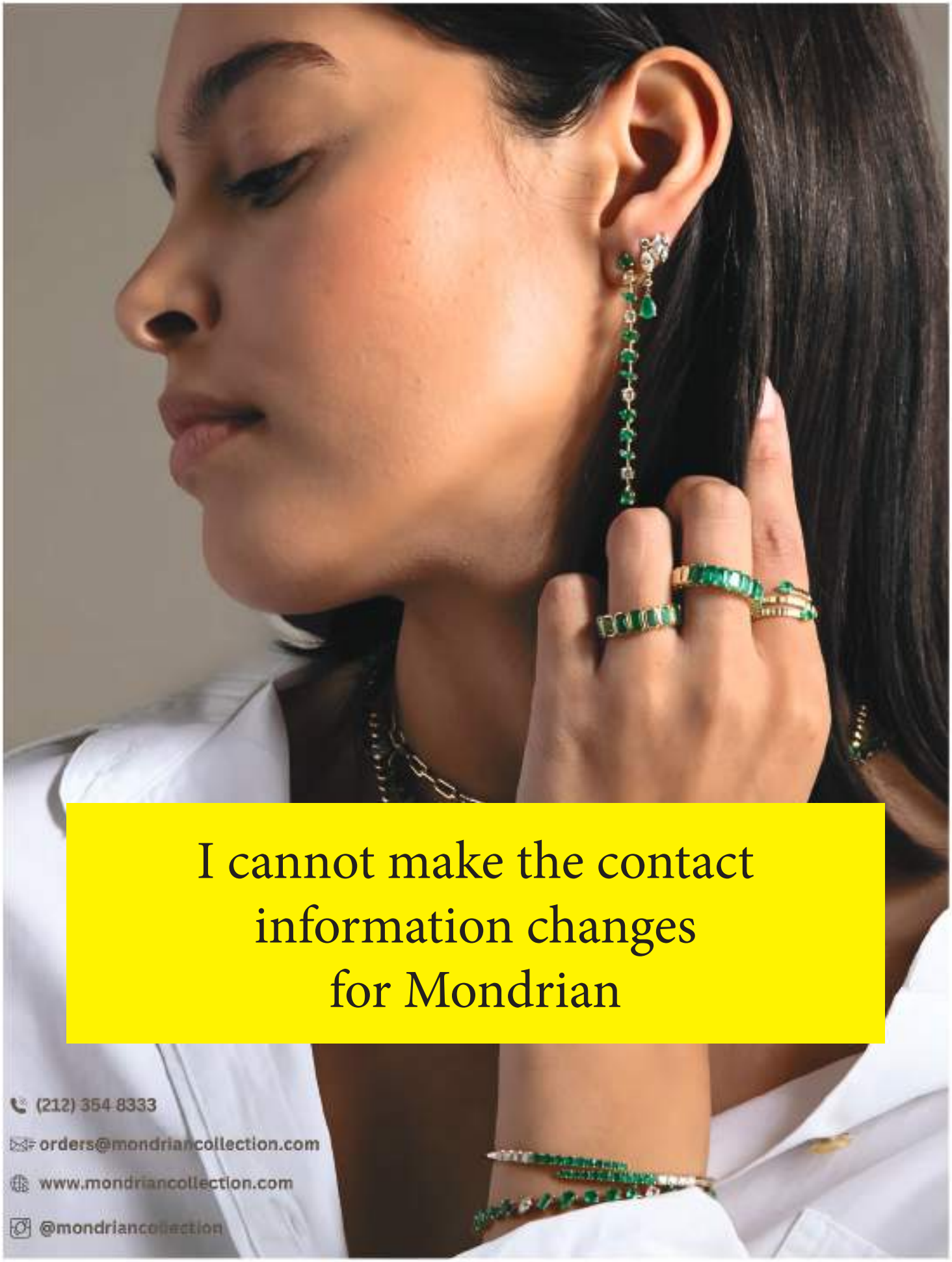
CAD/CAM: *Cost of materials may vary*

Join the Alabama Jewelers Association Facebook Group

- Keep up with what's going on with AJA.
- Ask questions about things going on in the jewelry industry.
- Post information and/or events going on in your store.
- Get advice from your fellow AJA members.



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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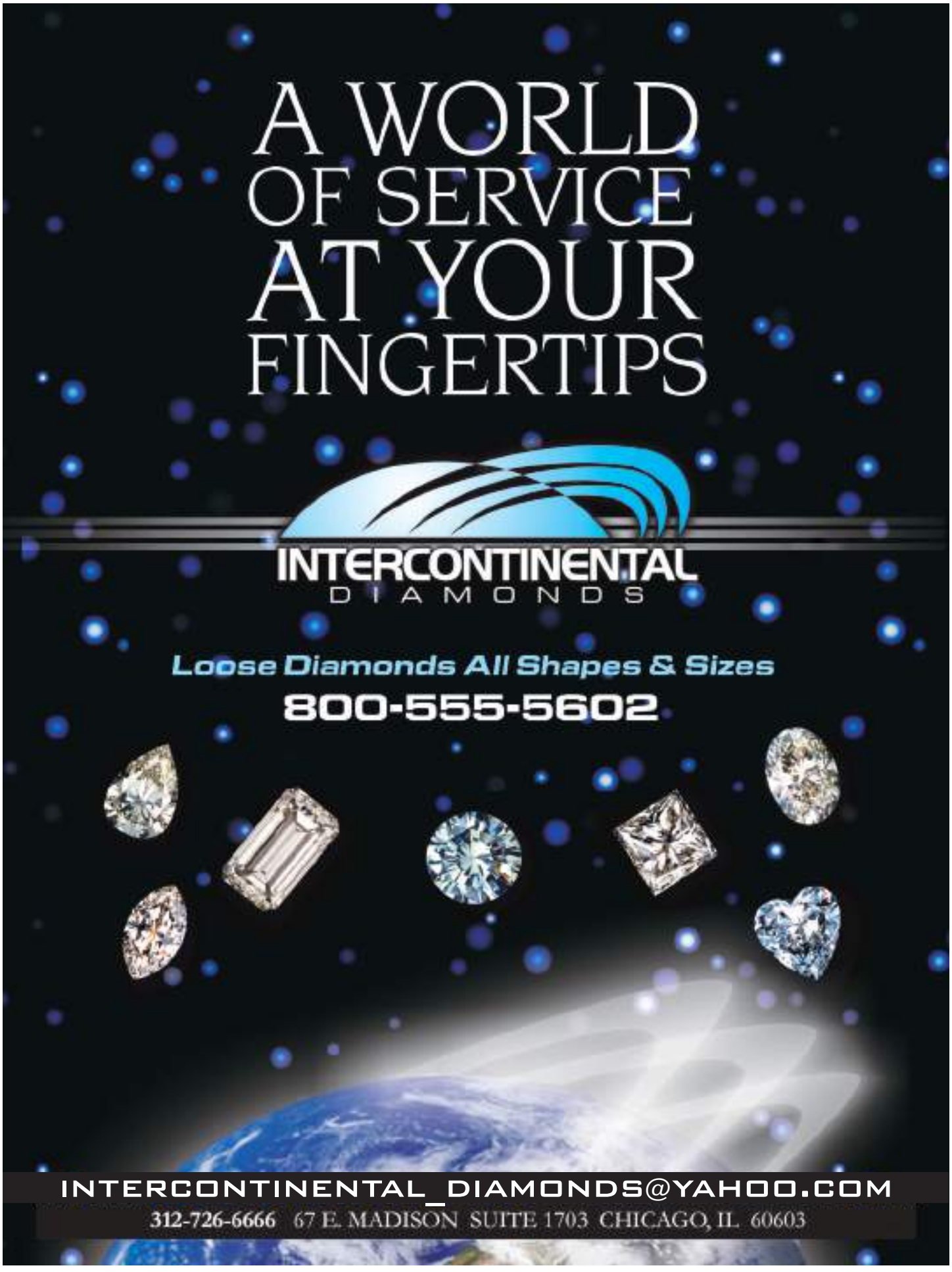
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Southeastern Findings

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2017 .....Judy Upton	2004 ..... Ralph Williams
2016 .....Adam Schafer	2003 ..... Steve Singer
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2013 .....Arthur Back	2001 .....Sammy Turner
2012 ..... Kathy Brackett	2000 .....Pat Graves
2011 .....Gene Callaway	1999 .... Marsha Dunsker
2010 .....John Falotico	1998 ..... Don Carpenter
2009 .....Brent Johnson	1996 .....Hamit Tosyali
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2007 ..... Craft Maier	1994 ...Walter Pickens, Sr.
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2024 Convention Speakers



Brian Reaves— ALABAMA'S PREMIERE CORPORATE MAGICIAN

Brian Reaves is an internationally known, award-winning illusionist and speaker who has performed all over the United States for over 25 years. He has won "Magician of the Year" five times - voted by his peers in the International Brotherhood of Magicians, is the 2016 World Champion of close-up sleight of hand magic, and 2020 People's Choice Award winner for close-up. Recently he was voted an audience favorite by the attendees of his TEDx talk. He is also the author of "Ignore the Impossible: Problem-Solving with a Magician's Mindset" and "Metamorphosis: Transform Your Leadership", which were released to stellar reviews. With extensive experience both in the art of illusion and in corporate training, Brian's presentation is guaranteed to be unforgettable!

TOPIC - "CREATING SHOWTIME MOMENTS"

SUNDAY, APRIL 14|9:30AM

Does your company create "Showtime Moments" - unforgettable customer interactions that set you apart? Brian Reaves' signature 3-step system shows your team how to make every interaction magical, boosting sales and loyalty. It's a masterclass in putting your clients in the spotlight and leaving lasting impressions. Ready to shine? Get ready to learn how to turn your clients into your biggest fans!



Tammy Lail— OWNER OF TSL SOLUTIONS LLC

With over 15 years of executive leadership experience, Tammy has consistently demonstrated excellence in various facets of business operations. Having spent over 27 years at Stuller Inc, Tammy showcased exceptional leadership abilities across multiple departments, including Operations, Finance, Supply Chain, Marketing, and Merchandising. This extensive experience has endowed Tammy with a deep understanding of the intricacies of business management in the Jewelry Industry. Beyond her professional accomplishments, Tammy is a dedicated mother to four wonderful adult children, demonstrating her commitment to both her career and her family. In the last three years, Tammy has embarked on an entrepreneurial journey as the owner of TSL Solutions LLC. Here, she has harnessed her expertise to make a significant impact on the jewelry industry by assisting organizations in enhancing profitability, streamlining processes, optimizing inventory practices, and developing robust strategies and business plans. With her wealth of experience and a passion for excellence, Tammy continues to be a driving force in the business world, serving on board and continuing to help companies achieve their goals and flourish in today's competitive landscape.

TOPIC - NAVIGATING THE FUTURE OF DIAMONDS: LAB-GROWN VS. NATURAL - A RETAILER'S PERSPECTIVE

SUNDAY, APRIL 14|11:15AM

In recent years, the diamond industry has witnessed a significant shift with the emergence and increasing popularity of lab-grown diamonds. These man-made gems offer consumers an alternative to traditional natural diamonds. As a jewelry store retailer, it's crucial to understand the changing landscape of the diamond market and how to respond effectively. This session aims to equip retailers with the knowledge and strategies needed to thrive in this evolving industry.

Audience: This session is ideal for jewelry store owners, managers, sales associates, and anyone interested in understanding the evolving diamond market.

Session Objectives:
1. Explore the key differences between lab-grown and natural diamonds.
2. Understand the growing consumer demand for lab-grown diamonds.
3. Examine the ethical and environmental considerations associated with both types of diamonds.
4. Develop strategies for effectively marketing and selling lab-grown and natural diamonds.
5. Discuss the role of education and transparency in customer interactions.

100th Anniversary Convention Schedule

APRIL 12–14, 2024

FRIDAY, APRIL 12th

6:00 – 10:00PM — Roaring 20's Celebration.....3rd Floor Private Dining Room
Sponsored by Judy Carter & Assoc
Get your 20's attire out to step back 100 years. Pick up your Informational packets, eat, drink, and have a roaring good time with your fellow jewelers!

SATURDAY, APRIL 13th

7:00 – 10:00AM — Breakfast .....3rd Floor Restaurant

STARTS AT 9:06AM — Golf Tournament.....Highlands Golf Course, Birmingham, AL
We have 4 tee times starting at 9:06. Sign up will be cut off after the first 16 players are confirmed.

OPEN — Free Day .....Mountain Brook
Visit beautiful Botanical Gardens or the Zoo. Shop and have lunch or a spa day, all within walking distance.

5:30 – 6:30PM — Presidents Cocktail Reception.....1st Floor Grand Bohemian Ballroom Foyer/Lawn
Sponsored by Jewelers of America & Jewelers Mutual. Cocktail Attire

6:00PM — Diamonds & Bubbles Benefiting ..... 1st Floor Grand Bohemian Ballroom Foyer
Jewelers for Children Toast
Sponsored by Levy's Fine Jewelry & MS Gems

6:30 – 8:00PM — Dinner..... 1st Floor Grand Bohemian Ballroom

8:00 – 10:00PM — Cashmere Williams and Second Nature..... 1st Floor Grand Bohemian Ballroom

SUNDAY, APRIL 14th

7:00 – 10:00AM — Breakfast .....3rd Floor Restaurant

8:00 – 9:00AM — Jewelry Design Contest Setup ..... 1st Floor Grand Bohemian Ballroom Foyer
Pieces need to be entered here by 9AM

8:30 – 9:30AM — Registration & Continental Breakfast ..... 1st Floor Grand Bohemian Ballroom Foyer

9:30 – 10:45AM — 'Creating Showtime Moments'..... 1st Floor Grand Bohemian Ballroom
Brian Reaves
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10:45 – 11:00AM — Break ..... 1st Floor Grand Bohemian Ballroom Foyer

11:15 – 12:30PM — 'Navigating the Future of Diamonds:..... 1st Floor Grand Bohemian Ballroom
Lab-Grown vs. Natural - A Retailer's Perspective'
Tammy Lail
In recent years, the diamond industry has witnessed a significant shift with the emergence and increasing popularity of lab-grown diamonds. These man-made gems offer consumers an alternative to traditional natural diamonds. As a jewelry store retailer, it's crucial to understand the changing landscape of the diamond market and how to respond effectively. This session aims to equip retailers with the knowledge and strategies needed to thrive in this evolving industry.

12:30 – 2:30PM — Past Presidents Luncheon..... 1st Floor Grand Bohemian Ballroom
Jewelry Design Contest, Scholarship & Lifetime Awards

IF YOU HAVE ANY QUESTIONS OR WOULD LIKE MORE INFORMATION:
CONTACT CONVENTION COORDINATOR - NANCY DAWKINS (205) 526-5710

Diamonds & Bubbles

Saturday - April 13

Purchase the commemorative champagne flute and enjoy endless champagne on Saturday evening. Plus two lucky winners will get a flute that contains a half carat diamond! Proceeds will benefit Jewelers for Children.



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Alabama Jewelers Association Scholarship Program

The 2023 Winners were...



Maggie Creech
Levy's Fine Jewelry
Birmingham, AL



Becky Sampson
Hobbs Jewelers
Athens, AL

At last 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 were Maggie Creech of Levy's Fine Jewelry in Birmingham, AL and Becky Sampson of Hobbs Jewelers in Athens, AL.

Congratulations!

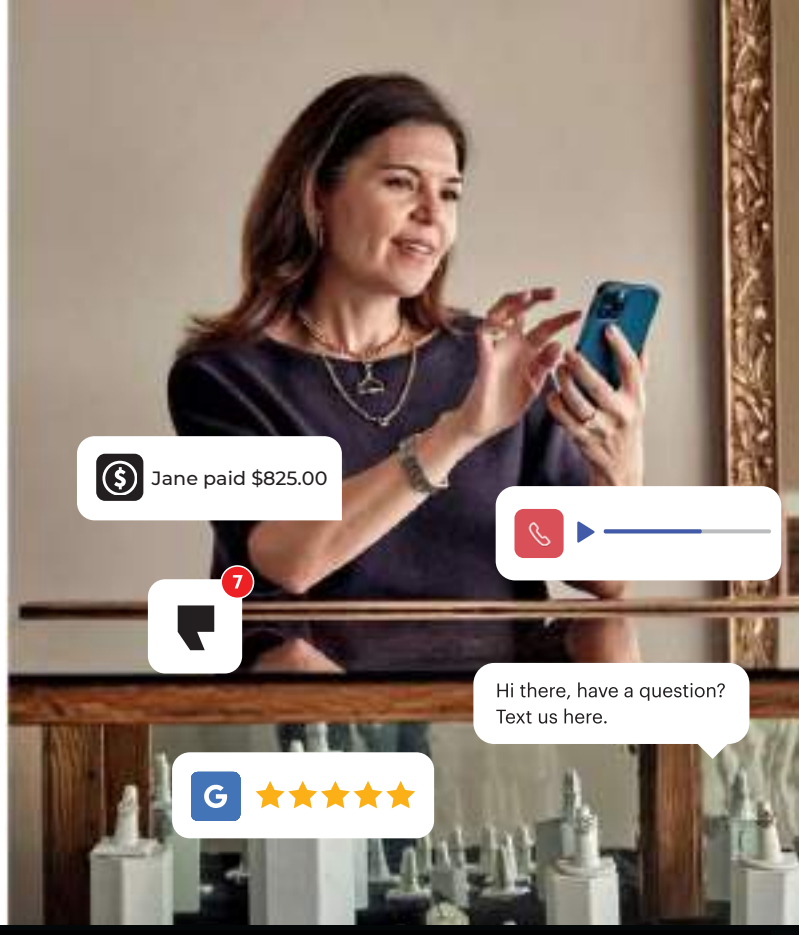


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Jae C Lehew
Owner, S&S Diamonds and Fine Jewelry

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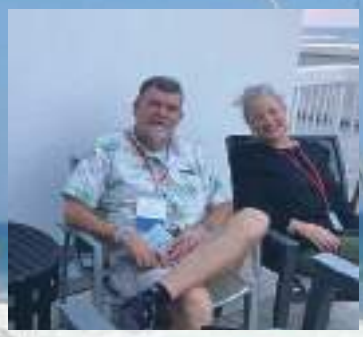
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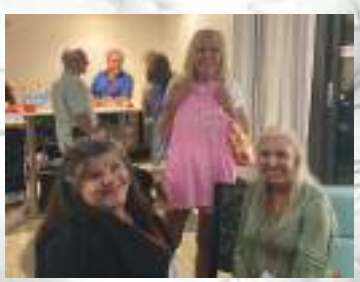





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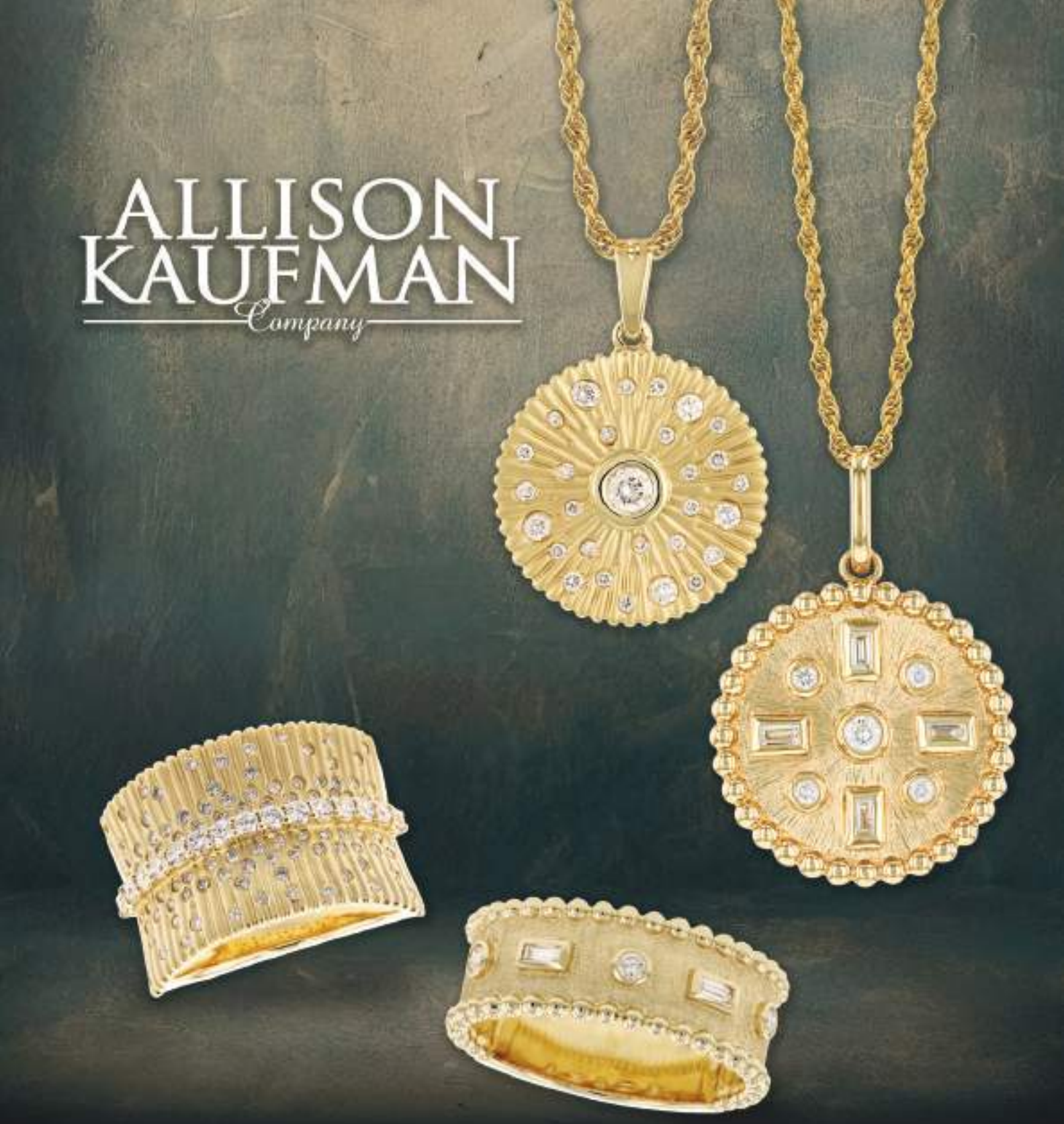
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Gemstone & Birthstone Guide

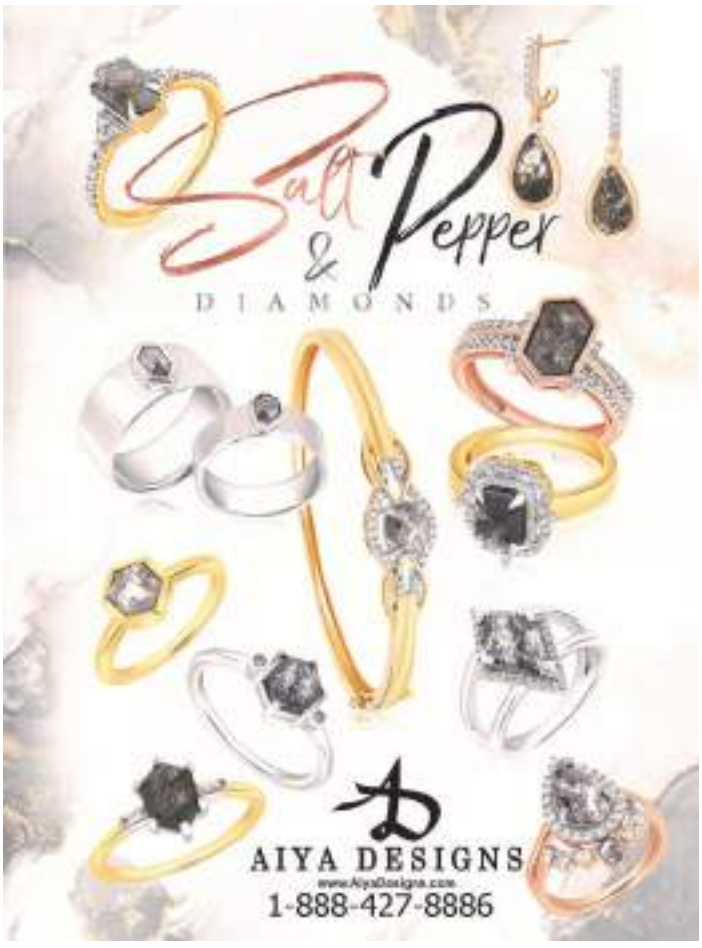
JANUARY	FEBRUARY	MARCH	APRIL		MAY
					
GARNET	AMETHYST	AQUAMARINE	DIAMOND	CZ	EMERALD

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

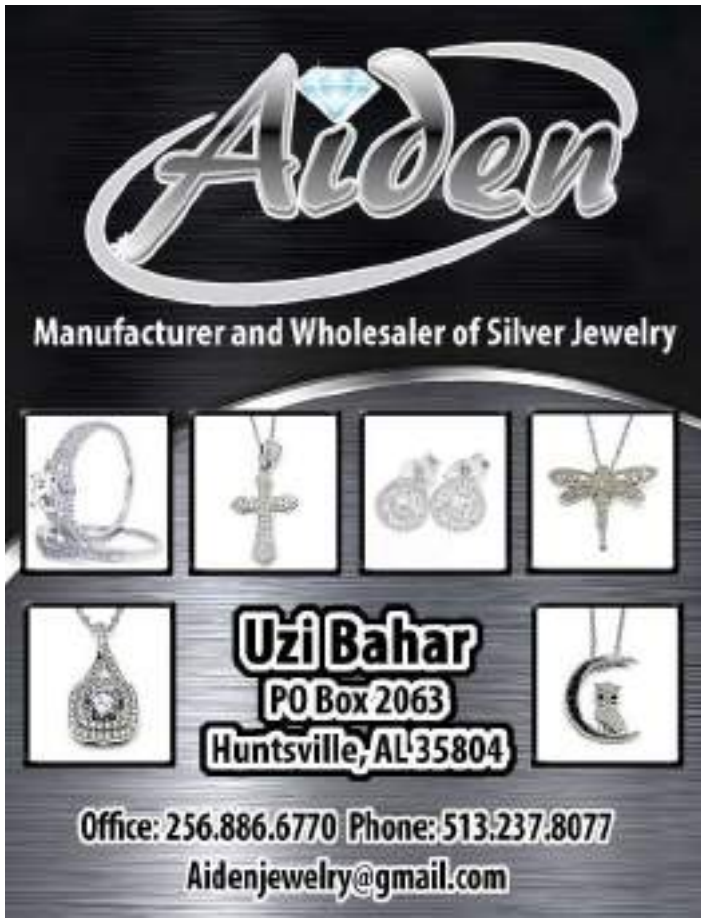
Anniversary Gemstone Guide

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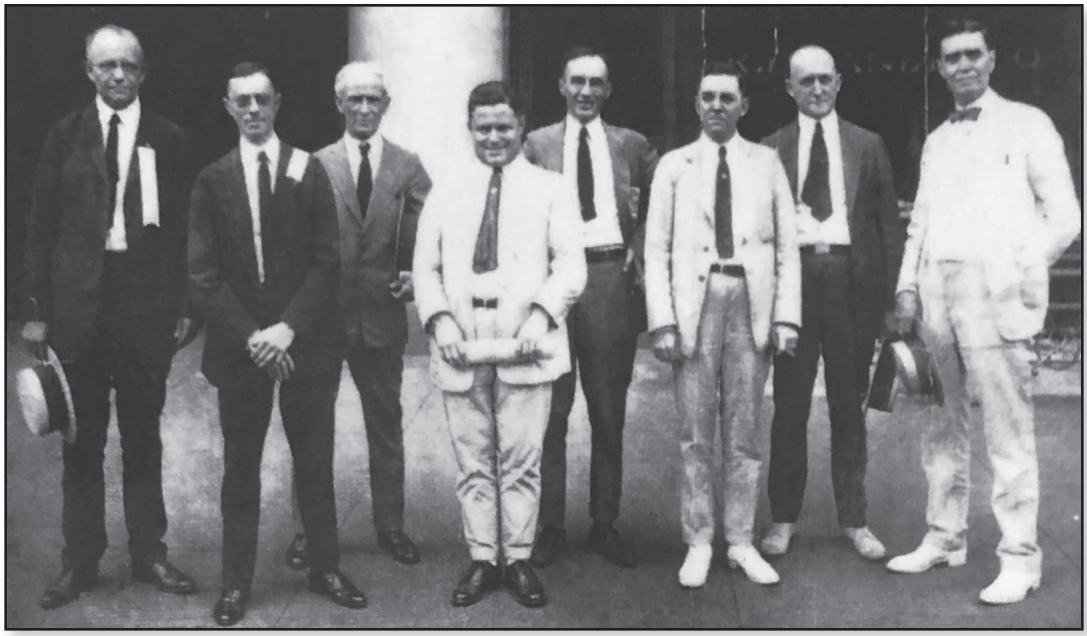

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Our Founders

Alabama Jewelers Association



1920 — The First Annual Convention

FIRST ALABAMA CONVENTION - *Shown in front of Birmingham's Morris Hotel in 1920 are (Left to Right): 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.*

Alabama Jewelers Association Historical Facts

1924 — 2024

- The first Alabama Jewelers meeting was held in 1920 at the Morris Hotel in Birmingham, Alabama.
- We were incorporated on June 9, 1924 in Birmingham, Alabama as the Alabama Retail Jewelers Association a domestic non-profit.
- Due to the "Crash" of 1929 and the Great Depression, they didn't have any events until after 1941.
- In 1941 they started holding conventions again.
- Robert Bromberg was elected the 1st ARJA President. He served as president from 1947-49.
- The first convention with speakers, yearbook, etc., was held on May 29-31, 1947 at the Thomas Jefferson Hotel in Birmingham, Alabama.
- The 1952 convention was attended by 200 people with only 72 store members.
- The ARJA was a grass roots movement formed by jewelers in Alabama in the 1950's whose primary goal was to defeat 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, Alabama.
- 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 Year of having a convention as we know it today...The convention was at the Grand Hotel in Point Clear, Alabama with over 200 in attendance.
- We will also be celebrating 77 years of consecutive conventions.
- This weekend Alabama Jewelers Association turn 100 years old! What an accomplishment!

There are many events that aren't mentioned above. I'm sure if you ask some of our past president attending this weekend they will be glad to share some of their favorite AJA memories with you.

Thank you for being here with us to celebrate our 100th Year! I know you will have some great memories to share too and I know we will make many more memories this weekend.

Past Presidents of the Alabama Jewelers Association

Ryan Snuggs *2020 - 2023*	Terri Moore *2000-2001*	Ronnie Ware *1986-1987*	Paul Moore* *1971-1972*	Pinky Koss* *1959-1961*
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 Riley *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*

Deceased



Saltwater 2024

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Alabama Jewelers Association

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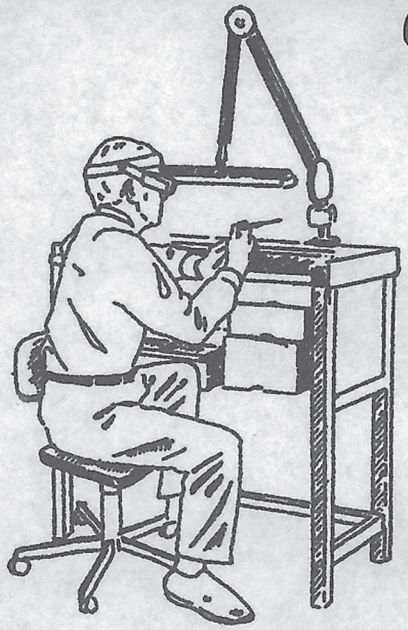
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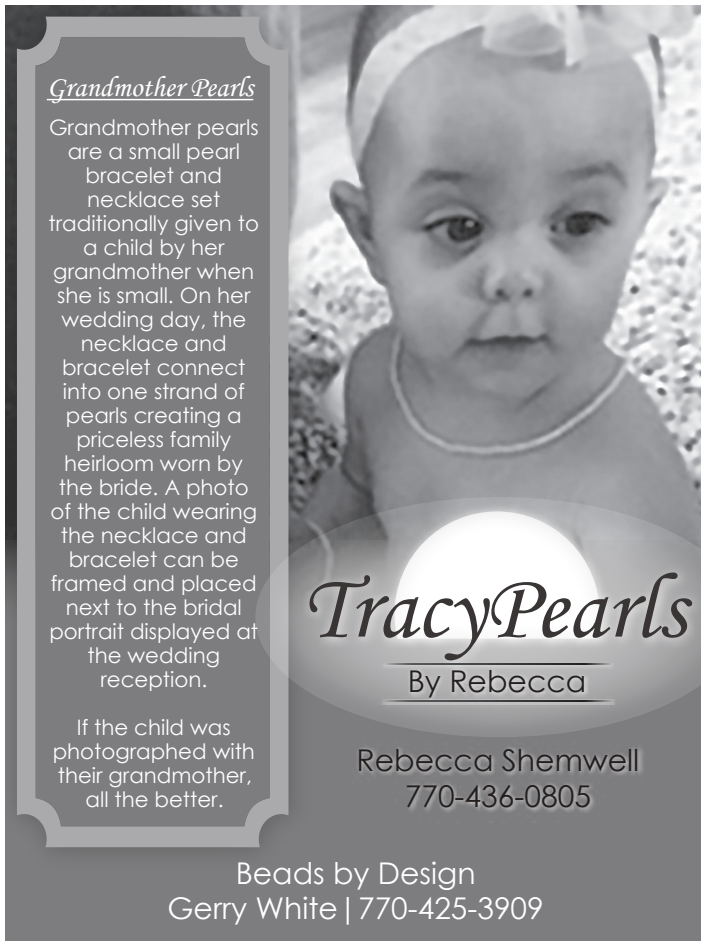
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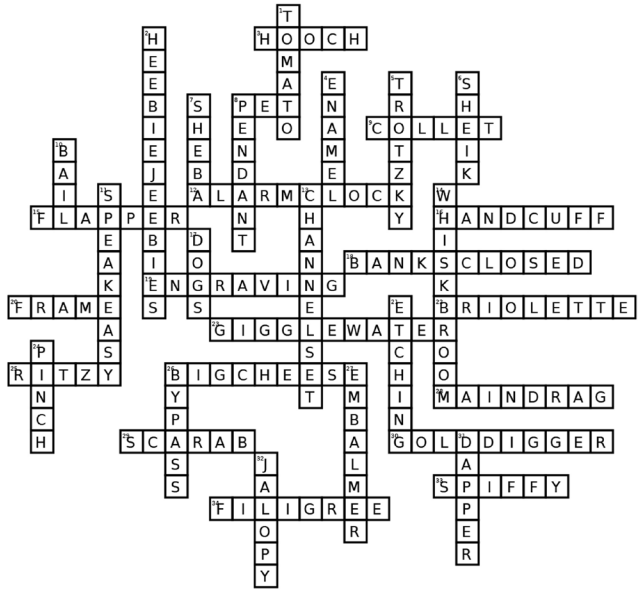
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BEST WISHES FOR A SUCCESSFUL CONVENTION

ANSWERS

Crossword Puzzle on page 61



No Peeking!

VINTAGE JEWELRY TERMS

D W J V P L L P U F C L N Y J Y F X V B U A T S X V L X I E
D I S W D Y A L L L O W O A R U L L U U B H B G V U G R I B
W U Z S Z N V H R Z J C T C B V F C L G A Q S W Q Z G E C L
W J E W F Z A F A Y P Q F Y K S O A C L G A V Y N I H L E W
D S W T X A L Y Y M U E B U V E B B A E E D U H T A L Z V Z
J L P W T W I T R X M Z A Z J U T O N B V O S R K V T K D N
Z F U N O E E T F Q B E H R W K W C I E G B H I J U B Y R E
M I J Z F W R M Z V E A R E L D J H T A X C H D U L N Q L M
P G X M L P Y H G P X W R E N S Y O E D K H N A L C S S W R
L U H Z U O N R V T A A I O D A Z N B S R A A I I W W N C E
T R M Y E T M V O A R T L N Q M M A T N V T V A A M I H N O
Z A B L R M B J S R T E H K K U E E A I I O E N N X D I U O
C L U M D E U N A L D R Z X Y E E T L Y C N T K A P B C R I
V M B O E T D T U Y E M B M P X D A A D T T T E J X A L O N
Q T X T L A Z T T L C E V O H H G E R L O S E M E W K N L J
N S Z H I L O F O D O L U L K O T V A F R O V P W V E T S W
U I K E S R N O I F H O K K G R U C O V I S V A E A L Q L J
I Y W R A P C T R S C N S E R C H H Z S A M X R L Z I U V I
N G Z O G A H K A R A T F W K U Y I J K N G W U R O T N A H
B A F F R R C R E T R O Q T W V I X N Y I T U R Y E E M D U
Y L G P O U C S D C U U C Q J F Y N E E J E B E Y D B A E N
K N B E N R R V U D X R R B P V J H D I S S V Y J W T Z C N
H F P A D E V O J E S M J E A O Y R F W B T N X E A U I A M
J E F R E A F W S C X A I Z V D S O Z Q S Z O V F R Q F T I
L H S L L K D U A L F L L E T S C A R A B Z X N J D Y X I B
G W C T L Y J D V E H I V L U O K H W I W S S H E I J U Y U
K X S Q E P T U J C N N M F O G R L Y G S C S X H A Z T E Q
D S P Q G K O I U T L E K C Z T F R E N C H J E T N U E Z Z
X S V P N R C R Z I L S I G T Z Z A D P O R G A E J A H S A
D T O R S A D E M C S E V C U T X N O U V E A U H T S N E M

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RETRO
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NOUVEAU
BAKELITE
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TORSADE
WATERMELON TOURMALINE
ECLECTIC
EDWARDIAN
FOB
FRENCH JET
KARAT
MOTHER OF PEARL
NAVETTE
POT METAL
SCARAB
VULCANITE
LAVALIER
PARURE



1920's Slang & Jewelry Puzzle



Across:

3. liquor
8. To feel up. To neck with a girl.
9. A setting made of a short tubular band of metal that encloses a stone.
12. Chaperone
15. Girl
16. Engagement ring
18. No kissing
19. A decorative technique with the application of a design or pattern on the surface of metal or stone by removing surface material.
20. To set someone up to be blamed for something, like a crime.
22. 3-D pear shaped faceted stone cut with triangular facets
23. Alcoholic drink
25. Upscale, elegant.
26. an important person
28. Main street. A place for the kids to cruise their cars.
29. Egyptian symbol of immortality, carved or molded stone, clay, or glass wing bug-like creature.
30. A woman who uses her sexuality to get money out of a man.
33. slang term for "looking sharp," usually referring to a man's appearance.
34. Metal decoration made with thin twisted wires.



Down:

1. Good looking girl with no brains
2. To get scared and shake. To be uncomfortable.
4. Powder pigmented glass fired onto a metel groundplate.
5. Old lady with a moustache and chin whiskers
6. A young sexy man.
7. A young sexy flapper or lady.
8. Decorative element suspended from a necklace or chain.
10. hook at the top of or behind a pendant through which a chain can pass.
11. A bar that sells illegal booze.
13. A row of sqaure or rectangular stone fit into a metal trough or channel
14. Man with whiskers
17. slang for feet
21. The process that creates a design on metal or glass using an acid.
24. To get arrested.
26. Ring or bracelet in which the ends cross or bypass each other at the top
27. A bootlegger
31. Flapper's father
32. A crappy old car.

BACK IN 1924

1920s AVERAGE COST

A first class stamp	$0.02
A gallon of gas	$0.25
A dozen eggs	$0.55
A pound of bacon	$0.47
A half gallon of milk	$0.28

AVERAGE NET INCOME
$3,481

'20s SLANG

Ankle - To walk
Bearcat - A lively woman
Berries - "Bee's knees"
Darb - Splendid
Giggle water - Liquor
Hotsy totsy - Attractive
Sinker - A doughnut

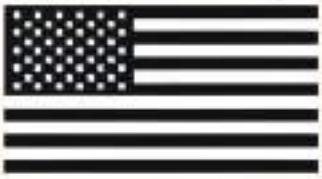
IN *Style*...

WOMEN
Art Deco fashion
Felt hats • Bonnets
Chemise dresses
High heeled shoes
Bobbed hair • Fur coats

MEN
Knickerbockers
Wingtip Shoes
Custom tailored suits
Fedora & newsboy hats
Shiny, slicked back hair

U.S. PRESIDENT

Calvin Coolidge





U.S. POPULATION
114.1 MILLION

IN THE NEWS...

J. Edgar Hoover is appointed as the head of the Bureau of Investigation, later to be known as the Federal Bureau of Investigation or FBI.

Two U.S. Army planes complete the first around-the-world flight in 175 days.

Ellis Island closes as an immigration entry point to the U.S.

Ira Gershwin, George Gershwin and Irvine Berlin continue to dominate the music industry and Rhapsody in Blue is played for the very first time.

The first Macy's Thanksgiving Day Parade is held in New York City.

POPULAR SONGS

Rhapsody in Blue - George Gershwin
It Had to Be You - Isham Jones
California, Here I Come - Al Jolson
Charleston - Arthur Gibbs & his Gang
Sleep - Fred Waring & the Pennsylvanians

TECHNOLOGY

Astronomer Edwin Hubble concludes that the Andromeda Nebula is a Galaxy.

Willem Einthoven wins the Nobel Prize in Physiology or Medicine for the electrocardiogram.

The Computing-Tabulating Recording Company (CTR) renamed itself International Business Machines (IBM).

POPULAR FILMS

The Iron Horse
The Last Laugh
The Navigator
Sherlock Jr.
Greed



Television...



John Logie Baird created the first televised pictures of objects in motion in 1924.

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