

Join us September 28-October 1

The Island House Hotel


Orange Beach, AL

Register at www.alabamajewelers.us

SALTWATER



Drawing by
Lawson Wade



Alabama Jewelers Association

Alabama Jewelers Association

Executive Director: Nancy Dawkins

*2802 Lurleen B Wallace Blvd.,
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AJA
100th Anniversary

*We are excited to announce that our
100th Anniversary dates will be:*

April 12-14, 2024

*Grand Bohemian Hotel
Mountain Brook, AL*

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Mobile, AL

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Ashleigh Brooks
The Luxury Bee
Atlanta, GA

Trey Prichard
American Ring Source
Ooltewah, TN

Naman Jain
MS Gems
Atlanta, GA

AJA President's Message



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

FAMILY. This is the first word that comes to mind when I think of Alabama Jewelers Association. I don't know of a Saltwater Seminar weekend that my family hasn't been to. One of my core memories is of Mr. Doug Doggett teaching me how to peel potatoes at one of the many shrimp boils. Mrs. Nancy and Mrs. Judy always made sure that the kids had fun activities to do (thank you for that). I could share so many stories from the kid's golf tournaments, shrimp boils, that one time the dinner was at my parent's beach house, Michelle Sanford being the "fun one", many dinners by the pool and that one time we stayed through a hurricane, just to name a few. Many of my childhood memories include AJA Spring conventions and Saltwater seminars. Tim, my dad, and AJA past president, made it a point to involve our family in the jewelry industry as much as possible and I am so grateful that he did. I have learned that WE as an industry are a family. We are competition in a sense. But above all else, we are a family of jewelers who come together in times of celebration, for education, for comradery and in times of need, we share the same love of jewelry, design, thrill of the sale, education, bench work, artistry, precious metal work and diamonds and gemstones. We create lasting relationships with each other and become family. It's a surreal feeling to be your AJA president, especially as we embark on our 100th anniversary. Saltwater Seminar is coming up September 28th through October 1st at the Island House Hotel. I would love to see you and your family join the fun with my family, The Alabama Jewelers Association.

Welcome to the AJA Board

Regional VP



Brian Hood
Bromberg & Co. Inc.
Birmingham, AL

Associated Board



Ashleigh Brooks
The Luxury Bee
Atlanta, GA



Associated Board



Sara McDonough
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Protect Your Business from Credit Card Fraud with Payment Best Practices

When it comes to your jewelry business, security and trust go hand in hand. Ensuring that your transactions are secure is essential for maintaining the trust of your customers, but the unfortunate truth is that credit card fraud is quite common. In this article, Jewelers Mutual shares some best practices for credit card payment security to help you prevent and avoid fraud.

Why Credit Card Payment Security Matters for Jewelers

Accepting credit card payments is a convenient way to do business and helps you to provide a better customer experience. However, it also comes with some risks. Credit card fraud is a growing problem in the jewelry industry, and it can have serious consequences for your business. Individuals looking to carry out fraud using checks or credit cards to steal jewelry will attempt to make their transactions with jewelers appear authentic. Fraudulent transactions can result in chargebacks, lost revenue and even damage to your reputation. By implementing best practices for credit card payment security, you can help protect your business from fraud and safeguard your customers' information.

Best Practices for Credit Card Payment Security

There are several best practices that you can implement to improve credit card payment security for your business. Here a few important things to keep in mind:

- Look for a payment processing system that is **PCI-compliant**, meaning it meets the Payment Card Industry Data Security Standard.
- **Update your software regularly** to ensure that you have the latest security features.
- **Avoid storing sensitive credit card information when possible.** If you must store this information, make sure that it is encrypted and stored securely.
- **Monitor your transactions for suspicious activity.**
- **Educate your staff** on how to spot fraudulent transactions.

For a more extensive list of best practices regarding transactions, go to www.jewelersmutual.com/clarity-blog/payment-card-transaction-best-practices

Educate Your Customers on Secure Payment Methods

While it's important to implement best practices for credit card payment security within your business, it's also important to

educate your customers on how to protect their own payment information. Encourage your customers to use secure payment methods, such as chip-enabled credit cards or digital wallets, and to monitor their credit card statements for any suspicious activity. By working together with your customers, you can help to reduce the risk of credit card fraud and protect your business.

Still, it's important to remember that protecting your business from credit card fraud is an ongoing process that will require attention to detail and diligence. By implementing these best practices for credit card payment security and educating your customers on how to protect their own payment information, you are taking a massive step in the right direction. Jewelers Mutual Group is committed to providing you with the tools and resources you need to safeguard your business. For more education, take a look at our comprehensive Jeweler Security Guide and register for our new, FREE Safety and Security Academy – an online learning platform to get you and your team equipped with the knowledge and skills to stay alert, safe and secure.

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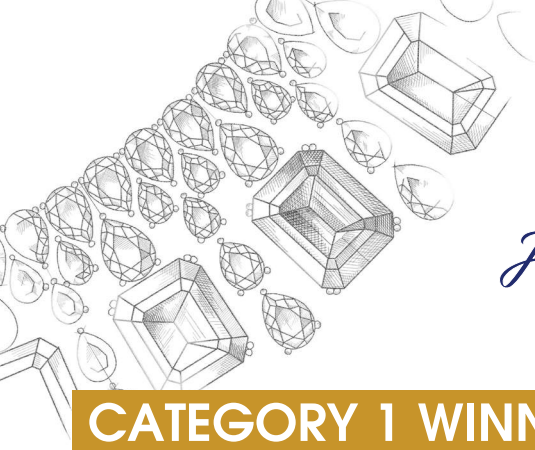
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2023

AGA 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 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.



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

o 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 marquise diamond and .87ctw trillion.



CATEGORY 4 WINNER (CAD/CAM)

Steven Sherrer
Lou's Jewelry -
Mobile, AL

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



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

o 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.

SALTWATER 2023



SEPTEMBER 28 - OCTOBER 1, 2023

THE ISLAND HOUSE HOTEL | ORANGE BEACH, AL

AGENDA

THURSDAY, SEPTEMBER 28 & FRIDAY, SEPTEMBER 29

5:00-10:00PM Hospitality Suite Opens 10th Floor
*Check-In, Receive Badge, Enjoy Refreshments and Snacks
Dinner On Your Own*

SATURDAY, SEPTEMBER 30

6:00-10:30AM Breakfast BuffetThe Beachside Bistro & Bar

9:00AM AJA Board Members and Past Presidents Meeting.....Gulf Room
If You Presently Serve on The Board Attendance Is Required

FREE DAY Enjoy the Beach, Pools, Shopping, Zoo and Amusement Parks

5:00-6:30PM Hospitality Suite Opens 10th Floor

6:30PM Cocktail Reception (Casual Dress).....Gulf Room

7:00PM Gulf Room Dinner (Casual Dress)Gulf Room

8:30-10:00PM Hospitality Suite Opens 10th Floor

SUNDAY, OCTOBER 1

6:00-10:30AM Breakfast BuffetThe Beachside Bistro & Bar

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

The Saltwater 2023 Registration Form is on Page 23 of this Newsletter.

99th AGA Year Convention



*April 21-23, 2023
Montgomery, AL*



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J Frank Golden and Associates
- The Golden Girls
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Oro International
- Eric Weber/Steve Stricklin
Star Gems, Inc - Anish Desai
Namano/Southeastern - Isaac Webster
Atlanta Jewelry Show
Speedwire
Uneek - John Rowlett
Kim International - Bill Harrison
Overnight Mountings
Samuel Spil - Joseph Spil
Intercontinental Diamonds - Steve Ehrmann
DM Kordansky - Debra Kordansky
& Benjamin Mckinney
Benchmark
PMI, Dynamic Designs, Lab Diamonds
- Arthur Back
Aash, LLC - Adam Schaper
Allison-Kaufman - Alan Stricklin
Naledi by IGC Jewelry & Diamonds
- Barbara Habibi
Prime Art & Jewel Charles Garnier
- Beverly Goddard

Royal Chain/ Wilkerson/Charles Garnier
- Beverly Goddard
Wilkerson - Beverly Goddard
Roseco - Bob Rose
Equity Diamond Brokers - Fred Hoffman
Mercury Ring - Harsh Jain
IDD USA, LLC - Jemini Joshi
MS Gems - Manoj Jain
Vahan - Melanie Futrell
Probity Tax Recovery - Nick Hebert
Royal Chain Group/Phillip Gavriel
- Phillip Maroof
Start To Finish - Steve & Renee Singer
Sterling Reputation - Steve Berkowitz
Keep Me Connected - Tiffany Gonzalez
Fana Jewelry/Genuine Gems
Imperial Pearl
Lafonn
Carpenter Dist - John Carpenter
Southern Jewelers Service - Gary Woods
Electronic Payment Industry - Michael Lepore
Pickens, Inc - Walter Pickens, Jr
Sparkling Insights - Rita Wade
Rhett & Cindy Hartzog Company
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Virgo Star, Inc
Noble Metal Services - Mike Gervais
Lustour / Aiya Designs - Pia Aiya
Aiden Jewelry - Uzi Bahar
Southern Gates/Cargo Hold - Doris Butler
Victor - Jeff Yother
Kenect - Chris Simpson
L&S Manufactures & Closeouts
- Larry Popovich
Amergem - Greg Bayer

COUNTDOWN
TO THE
100th ANNIVERSARY



Thank you to our Discovery Tables Vendors



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Adam Schaper

Aiden Jewelry
Uzi Bahan

American Ring Source
Trey Prichard

DLight Refiners
Dawn Light

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Fred Hoffman

Global Liquidators
Eric Jones

J. Frank Golden
The Golden Girls

Jewelers Mutual Group
John Fierst & Nabil Abdallah

Jewelers of America
Regina Ciarleglio & Amanda Gizzi

We had 25 vendors with displays at this year's annual convention in Montgomery, Alabama.



JIS Events
Sara McDonough

Kenect
Chris Simpson

L & S Jewelry
Larry & Stephanie Popovich

Mercury Rings
Harsh Jain

Naledi by IGC Jewelry & Diamonds
Barbara Habibi

Oro International
Steve Stricklin

Premium Wholesale
Mike Combs



Probity Tax Recovery
Nick Herbert

Royal Chain, Wilkerson, Charles Garnier
Beverly Goddard

Southern Gates/Cargo Hold
Doris Butler

Star Gems Inc. Atlanta
Anish Desai

Start to Finish
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Sparkling Insights
Rita Wade / Terese Hunt

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7.0MM	.33CT	TW	\$520	\$484
7.5MM	.33CT	TW	\$525	\$489
8.0MM	.33CT	TW	\$530	\$493

Series SM56VL: Oval Center

CENTER	DIA	TW	LIST	7% QP
6.5x4.5	.30CT	TW	\$485	\$451
7x5	.30CT	TW	\$490	\$456
7.5x5.5	.32CT	TW	\$515	\$479
8x6	.32CT	TW	\$520	\$484
8.5x6.5	.33CT	TW	\$535	\$498
9x7	.35CT	TW	\$575	\$535

WB56: Diamond Band

DIA	TW	LIST	7% QP
.30CT	TW	\$395	\$367

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The 2023 Winners are...



Maggie Creech
Levy's Fine Jewelry
Birmingham, AL



Becky Sampson
Hobbs Jewelers
Athens, AL

At 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 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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Jessica Lindner - The Edge

Sara McDonough - JIS Events

Dena Tanner -

J. Frank Golden and Associates INC.

Amber Todd - Samuel Sylvio Designs

Isaac Webster -

Namano/Southeastern Findings

Tiffany Gonzalez - Keep Me Connected

Nick Hebert - Probity Tax Recovery

Jill Malone - Synchrony

Ashleigh Brooks - The Luxury Bee

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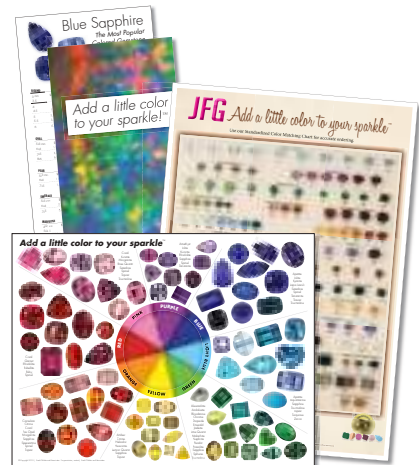
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2023-2024 Calendar of Events

Save the Dates!

IJO
August 5-8
Cleveland, OH

Atlanta Jewelry Show
August 26-27, 2023
Atlanta, GA

**Saltwater Room Block Deadline
at the Island House Hotel
for Saltwater Convention
August 28, 2023**

**Saltwater
Beach Towel Order Deadline
September 7, 2023**



September 28 - October 1, 2023
Orange Beach, AL

JIS - Fall
October 13-16, 2023
Miami, FL

RJO
January 27-29, 2024
Palm Springs, CA

IJO
March 9-12, 2024
Dallas, TX

Atlanta Jewelry Show
March 16-17, 2024
Atlanta, GA

JIS - Spring
March 17-19, 2024
Miami, FL

Mark your
Calendars!

100th Anniversary

Grand Bohemian Hotel Mountain Brook, AL
April 12-14, 2024



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**2023 ALABAMA JEWELERS ASSOCIATION
SALTWATER REGISTRATION FORM**

Island House Hotel – Orange Beach, AL

September 28th – October 1st, 2023

ROOM RESERVATIONS at www.alabamajewelers.us

or Call (251)981-6100 Group Code AJA

AJA Special Convention Rates starting at \$175.00

ROOM BLOCK DEADLINE AUGUST 28, 2023

Name _____ Spouse or Guest(s) _____

Company _____ Phone# _____ Mobile# _____

Address _____ City _____

State _____ Zip _____ Email _____

(Please fill-in all information for our files)

(must be included)

FULL CONVENTION REGISTRATION: # _____ @ **\$130.00 each** = \$ _____

(Full Registration includes: Hospitality Suite Thursday, Friday & Saturday Nights, Saturday & Sunday Breakfast Buffet and Saturday Night Dinner)

Thursday or Friday Night Only (Hospitality Only) # _____ @ **\$45.00 each** = \$ _____

Saturday Night Only (Hospitality & Dinner) # _____ @ **\$80.00 each** = \$ _____

Full Registration for Children (3-12 years) # _____ @ **\$35.00 each** = \$ _____

Total Registration \$ _____

Please list names for additional badges

GOLF TOURNAMENT: Location & Time TBA (We will contact you the first of September)

Please indicate # of Players _____

PAY OPTIONS:

Check Enclosed _____

Quickbooks Invoice _____

Credit Card: Visa _____ MC _____ AMEX _____ Discover _____

Please print name as it appears on credit card _____ CVV _____

Card # _____ Exp. Date _____ Billing zip code _____

PLEASE PRINT CLEARLY

ROOM BLOCK DEADLINE AUGUST 28, 2023

ALABAMA JEWELERS ASSOCIATION

Attention: Nancy Dawkins 2802 Lurleen B Wallace Blvd., Northport, AL. 35476

Phone - (205) 526-5710 Email – Alabamajewelers@icloud.com www.alabamajewelers.us



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