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SEPTEMBER 25-28

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# AJA President's Message



*President*  
**Joseph Denaburg**  
Levy's Fine Jewelry  
Birmingham, AL

Thank you to everyone who joined us in Montgomery for the amazing convention in April. And a very special thank you to our executive director, Nancy, and Jewelers of America (JA) for putting together such an interesting assortment of speakers and events. As most state jeweler organizations lose steam, it's truly incredible that AJA continues to get better each year!

As we continue to burn through the summer months (pun intended), the holiday season will be here before we know it. Don't forget to book your room(s) at Saltwater (September 25-28) to enjoy one last relaxing weekend before the real fun starts. The room block deadline is August 24, and I bet Nancy would be blown away if we all get our rooms book well ahead of the deadline.

Looking forward to seeing you all in a few short months.

*Joseph Denaburg*

AJA President

## Welcome to the AJA Board

### Alabama Jewelers Association

**Regional  
Vice President**



**Jerry Young**  
Bryan Jewelry  
Prattville, AL

**Associate  
Member**



**Uzi Bahar**  
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Huntsville, AL

## Welcome to our Newest Members

**Scott Murray** - Jewelry Doctor, Jasper, AL

**Allen Rosenell** - Equity Diamond Brokers

**PD Goyani** - JK Star USA Inc

**April Keyser** - Ostbye

**Ketan Mehta** - Divina Creations

**Ishaan Sadhwani** - Heera Moti

**Matt Newkirk** - Midwest Closeouts

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# SALTWATER

## THURSDAY, SEPTEMBER 25 & FRIDAY, SEPTEMBER 26

5:00-10:00pm Hospitality Suite

Check-In & Receive Badge. Enjoy Refreshments and Snacks. Dinner On Your Own - 10th Floor

## SATURDAY, SEPTEMBER 27

6:00-10:30am Breakfast Buffet

The Beachside Bistro & Bar

9:00am AJA Board Members and Past Presidents Meeting

If You Presently Serve on The Board, Attendance Is Required - Gulf Room

Free Day

Enjoy the Beach, Pools, Golf, Shopping, Zoo, and Amusement Parks

5:00-6:30pm Hospitality Suite

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

10th Floor

## SUNDAY, SEPTEMBER 28

6:00-10:30am Breakfast Buffet

The Beachside Bistro & Bar





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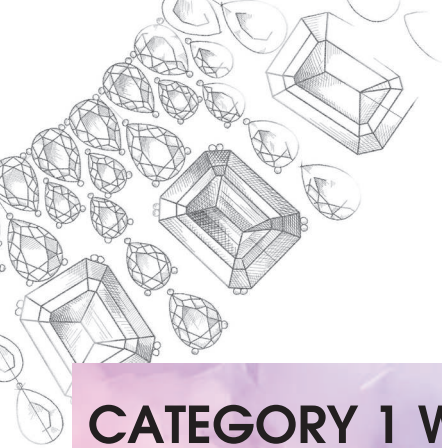
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# 2025

## AJA Design Competition



### CATEGORY 1 WINNER

**Steve Sherrer**

Lou's Jewelry  
Mobile, AL

*Yellow gold  
Blue Topaz Pendant*



### CATEGORY 2 WINNER

**Steve Sherrer**

Lou's Jewelry  
Mobile, AL

*14k yellow gold  
diamond McAleer's  
logo pendant*



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

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

### CATEGORY 3 WINNER AND PEOPLE'S CHOICE

**Ryan Snuggs**

Michael Ryan  
Personal Jeweler  
Birmingham, AL

*Platinum & 18k yellow  
gold Yellow Sapp  
Pendant*



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

**VISIT THE AJA WEBSITE!**



**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 information and photos from past conventions, and stay up-to-date on our upcoming events!*



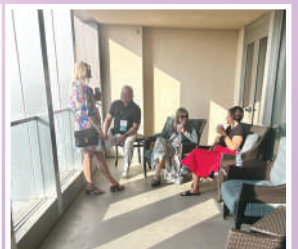
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# Alabama Jewelers Association Scholarship Program

*The 2025 Winners are...*



Rebecca Sampson  
Hobbs Jewelers  
Athens, AL



Matthew John Davis  
Levy's Fine Jewelry  
Birmingham, 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 Rebecca Sampson of Hobbs Jewelers, Athens, AL and Matthew John Davis of Levy's Fine Jewelry, Birmingham, AL.

*Congratulations!*

*Lifetime Member  
Award  
2025*



*Congratulations Renee Singer  
Start to Finish*



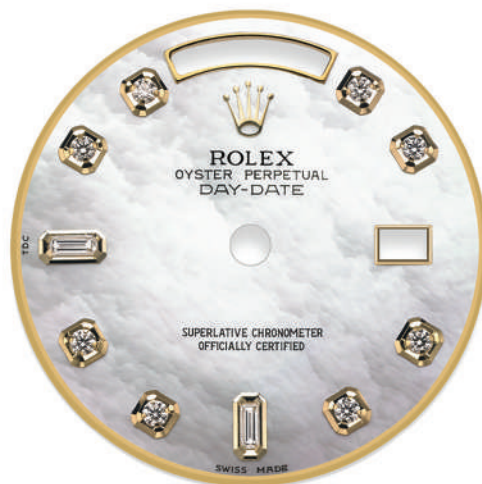
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**Cindy & Rhett**  
*Hartzog*



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25-28**

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**AJA Past President 1977-1979**







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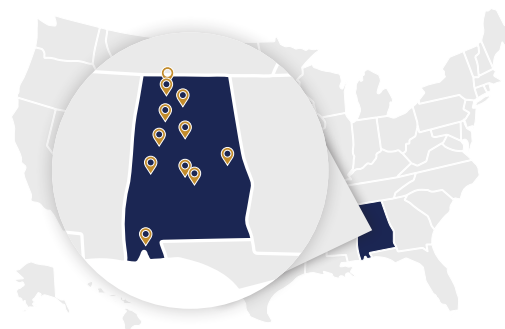


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1 - (12 oz) can frozen pink lemonade concentrate, thawed  
4 cups white cranberry juice cocktail  
1 - 750 ML bottle extra dry champagne or sparkling wine  
¼ cup orange liqueur

Stir together lemonade and cranberry juice in a large pitcher. Let chill then add champagne and orange liqueur.

Non acholic - put 1 qt. of club soda in the place of champagne and orange liqueur.

**We serve this at all our store events and it's always a hit!**



## *Magic Cinnamon Rolls*

12-count package Hawaiian sweet dinner rolls  
9 tablespoons unsalted butter divided,  
softened to room temp; do not melt!  
2/3 cup light brown sugar soft, gently packed  
1 tablespoon ground cinnamon  
1/8 teaspoon salt

### Cinnamon Rolls

Grease a 9×13-inch pan with cooking spray. Spread 1 tbsp softened butter on the base of the pan. (I like to put a small plastic bag on my hand like a mitt and spread). Preheat oven to 350°F. Bring butter to room temp.  
In a medium bowl, combine 8 tbsp butter (that's 1 stick), brown sugar, cinnamon, and salt. Beat with a hand mixer until you have a thick and smooth mixture. Slice the entire slab of rolls horizontally, keeping individual rolls connected. Place the bottom half in the prepared pan. Spread just under half the butter mixture evenly over it. Place the top half of the rolls on and spread the remaining butter mixture on the top and sides. (Cover all parts of rolls except the bottom.) Bake for 11–13 minutes or until the rolls are lightly golden on top. Prepare the glaze while baking.

### Cream Cheese Glaze

Beat the cream cheese and butter with a hand or stand mixer until smooth. Add powdered sugar, vanilla, milk, and salt; mix until smooth. Continue to beat until the frosting is light and fluffy. After removing the rolls from the oven, let them cool for a minute. Then spoon the frosting over them, ensuring it fills all crevices. Optionally apply a second layer of frosting once they cool a bit more. Enjoy!

### Cream Cheese Glaze

3 ounces cream cheese softened  
2 tablespoons unsalted butter softened  
1/2 cup powdered sugar  
2 tablespoons milk I use whole milk  
1 teaspoon vanilla extract  
1/8 teaspoon salt





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# 2025/2026 Calendar of Events

Alabama Jewelers Association



<b><u>IJO</u></b> Indianapolis, IN Saturday, July 19 – Monday, July 26		<b><u>IJO - 2026</u></b> Colorado Springs, CO Saturday, February 28 – Monday, March 2
<b><u>RJO</u></b> Schaumburg, IL Saturday, July 25 – Monday, July 28		<b><u>JIS Spring - 2026</u></b> Miami, FL Friday, March 8 – Monday, March 10
<b><u>Atlanta Jewelry Show</u></b> Atlanta, GA Saturday, August 23 & Sunday, August 24	<b><u>JIS Fall</u></b> Miami, FL Friday, October 10 – Monday, October 13	<b><u>Atlanta Jewelry Show - 2026</u></b> Atlanta, GA Saturday, March 14 & Sunday, March 15
<b><u>Saltwater Room Block Deadline</u></b> August 25	<b><u>AJA Winter Newsletter Deadline</u></b> January 15	<b><u>AJA Annual Convention Room Block Deadline</u></b> April 9
<b><u>AJA Saltwater 2025</u></b> Orange Beach, AL Thursday, September 25 – Sunday, September 28	<b><u>RJO - 2026</u></b> Phoenix, AZ Saturday, Feb 20 – Monday, February 23	<b><u>AJA 102<sup>nd</sup> Annual Convention - 2026</u></b> At the beautiful Hyatt Wynfrey Hotel Birmingham, AL April 24-26, 2026

*Mark Your Calendars!*

## AJA 2026 Annual Convention

Birmingham, AL

April 24-26

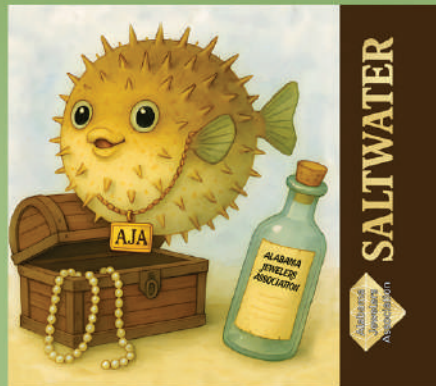
*Mark Your  
Calendar!*





# Get Your Saltwater 2025 Gear!

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**20oz Straight  
Tumbler  
\$20**



**Quick Dry  
Beach Towel  
\$25**



**Laser Engraved  
Hats  
\$25**







## 2025 ALABAMA JEWELERS ASSOCIATION SALTWATER REGISTRATION FORM

*Island House Hotel– Orange Beach, AL September 25 - September 28, 2025*

**ROOM RESERVATIONS at [www.alabamajewelers.us](http://www.alabamajewelers.us) or Call (251)981-6100 Group Code 90L**  
**AJA Special Convention Rates starting at \$179.00 ROOM BLOCK DEADLINE AUGUST 25, 2025**

Name \_\_\_\_\_ Spouse or Guest(s) \_\_\_\_\_  
Company \_\_\_\_\_ Phone# \_\_\_\_\_ Mobile# \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_

### FULL CONVENTION REGISTRATION:

# \_\_\_\_\_ @ **\$150.00 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)

# \_\_\_\_\_ @ **\$85.00 each** = \$ \_\_\_\_\_

### Saturday & Sunday

# \_\_\_\_\_ @ **\$100.00 each** = \$ \_\_\_\_\_

(Hospitality & Dinner on Saturday Night and Sunday Breakfast Buffet)

### Full Registration for Children (2-12 years)

# \_\_\_\_\_ @ **\$65.00 each** = \$ \_\_\_\_\_

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

Please list names for additional badges \_\_\_\_\_

### DIETARY NEEDS:

**GOLF TOURNAMENT:** Location & Time TBA Please indicate # of Players \_\_\_\_\_

**Get your Saltwater Gear! Last day to order is September 7.**

Pre-Order your  
Saltwater 2025  
Beach Towel at  
[www.alabamajewelers.us](http://www.alabamajewelers.us)  
or email [alabamajewelers@icloud.com](mailto:alabamajewelers@icloud.com)  
Orders due  
by September 7



### Beach Towels - \$25 Each

Quantity \_\_\_\_\_

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



### 20oz Tumbler - \$20 Each

Quantity \_\_\_\_\_

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



### Tan Hat w/ Leather Patch

**\$25 Each**

Quantity \_\_\_\_\_

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



### Pink Hat w/ Leather Patch

**\$25 Each**

Quantity \_\_\_\_\_

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

**PAY OPTIONS:** Check Enclosed \_\_\_\_\_ Quickbooks Invoice \_\_\_\_\_

### ALABAMA JEWELERS ASSOCIATION

Attention: Nancy Dawkins 2802 Lurleen B Wallace Blvd., Northport, AL. 35476  
Phone - (205) 526-5710 Email - [Alabamajewelers@icloud.com](mailto:Alabamajewelers@icloud.com) [www.alabamajewelers.us](http://www.alabamajewelers.us)







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