



Alabama Jewelers Association

Summer 2017

Saltwater 2017

October 20-22

Perdido Beach Resort

Orange Beach, AL

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Alabama Jewelers Association

Executive Director: Nancy Dawkins

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President's Message



President
Glenn Manning
Manning Jewelry
Foley

Dear Alabama Jewelers and Associates,

I know it is hard to believe but the year is nearly half over and it is time to think about our annual Saltwater convention that everybody so looks forward to as our last time to relax together before the Christmas season.

But first a review of where we have been in the first half of the year. For those who do not know, Nancy Dawkins of Nancy and Co. in Northport, assumed the role of Executive Director in February prior to the Alabama/Georgia convention. She has done a fantastic job of continuing to make the organization the best it can be and she has my personal gratitude for a job well done. With the help of the board we were able to celebrate our 70th anniversary with a outstanding number of sponsorships and advertisements in the yearbook and a great convention.

The annual convention was co-hosted with Georgia at the Robert Trent Jones Resort Opelika. We had a great turnout and after a rainstorm on Friday, we had a beautiful weekend to relax and spend time together growing professionally.

Guest speakers included Michael Briant, who gave a very insightful and sobering talk on the importance of security in our business. Michael McTeigue spoke on multiple aspects of the estate jewelry business including

an new revenue stream that many of us may have been missing.

The round table discussion was sponsored and facilitated by Susan Posnock from JA and addressed topics such as completion and governmental impacts that brought a larger scope to our discussion.

We also tried a new program that has a good deal of promise. Jeweler Interactions featured four sessions where jewelers facilitated educational sessions with other jewelers in an informal setting centering on the topics of Social Media, CAD/CAM, The Edge, and Special Promotions.

The dinner on Saturday was fabulous and through the course of the evening we conducted a silent auction and a live auction resulting in \$5,782 dollars raised for the Jewelers for Children charity.

The weekend concluded with the Presidents luncheon and design competition where there was a winner in every category. My thanks to all that participated in the competition and I encourage all to try to make an entry next year.

Many thanks to everyone who worked so hard to make this convention a success. It is not an easy task and I could not be prouder of the job well done!

As his term comes to an end, I would like to thank John Falotico for his service on the Associates Board. John has done more than his share for the organization will continue to be an active advocate for the Alabama Jewelers. I welcome our two newest board members Joseph Denaburg from Levy's in Birmingham and Kim Odom from Doug Doggett Jewelers in Cullman. Given their background, I know that they will be an asset to the board.

And now back to Saltwater. The convention will be held at the Perdido Beach Resort October 20-22. Back by popular demand is our "Saturday Evening Social". We will have a cookout at the water's edge in Orange Beach in addition to our regular activities. Stay tuned for details.

I hope everyone has a great summer and I look forward to spending a fun weekend in the sun and sand with all of our members very soon.

Sincerely,
Glenn Manning
Manning Jewelry



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Kim Odom
Doug Doggett Jewelers
Cullman, AL

CONGRATULATIONS!

2017 AJA Design Competition Winners!

**Best In Show
And
2017 People's
Choice Award**

Bill Wismar
Wisnar Jewelry



*Diamond And South Sea Pearl
Pendant*



CATEGORY I

1ST PLACE

Matthew White
Ed White Jewelers



*Two-Tone Sterling Silver Pendant
Featuring A Blue Topaz And Yellow Diamond*

CATEGORY II

1ST PLACE

Candace Wade
Levy's Fine Jewelry



*Platinum 1940's Diamond Watch Case Converted
Into A Diamond And Emerald Pendant*

CATEGORY III

1ST PLACE

Glenn Manning
Manning Jewelry



*14 Karat Gold "Islands" Diamond
Fashion Necklace*

**CAD DESIGN
CATEGORY**

1ST PLACE

Robert Whatley
Levy's Fine Jewelry



*14 Karat White Gold And Glass Eye With Skull
And Diamond Accent Ring*

How To Keep Your Jewelry Business Safe On Social Media

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

Jewelers are increasingly turning to the internet and online social media as effective ways to build their brands, raise potential customers' awareness of their offerings, and boost sales. And with every revised web page, blog entry, Facebook post, YouTube video, photo upload, and Tweet, Jewelers are hoping that members of their target audience are viewing, reading, and taking interest.

Remember, however, that members of another audience are also logging in and taking interest. The statistical findings that **Jewelers Mutual Insurance Company (JM)** and **Jewelers Security Alliance (JSA)** have repeated over the years continue to hold true today: nearly all crimes against jewelry stores are preceded by days or even weeks of close and continual observation — **casing** — performed by individuals with criminal intent.

“HOW DO I KNOW IF I'M BEING CASED?”
Be alert for these five warning signs.

Today more than ever, that process of researching and casing an intended target includes digging up as much information as possible online. Unfortunately, because of the type of information that jewelers are unwittingly revealing with their posts, criminals are finding that there's quite a lot of useful, and potentially business-damaging, information to be gleaned.

In their attempts to engage closely with their online audiences, jewelers are giving away information that could help criminals plan their attack.

Law enforcement agencies and Jewelers Mutual have published very few hard-and-fast rules about information sharing via online avenues and social media. The broad variety of topics and the diverse content of jewelers' online communications make the development of a comprehensive checklist of dos and don'ts impractical.

However, there are some broad considerations that every jeweler may contemplate before posting information to the public via the internet and/or social media. These considerations all relate to the discipline of stepping back and assessing your communications through the eyes of individuals who are intent on committing a crime and taking your valuable merchandise:

- Does the information help criminals identify members of our staff?

- Does it reveal patterns regarding our staffing levels at particular times or on particular days?

- Does the information give away too many specifics regarding our travel plans or transport of merchandise?

- Do posted images reveal specifics regarding our store's physical configuration, location of merchandise, or placement of security equipment, the safe, the vault, etc. that could help criminals plan a crime?

- Does the information indicate when the store is receiving a new line of merchandise?

- Do our promotions of trunk shows or special events tell criminals about after-hours activities at the store that could present robbery opportunities?

The challenge is to walk the fine line between marketing your business and avoiding the disclosure of information that could be beneficial to criminals.

THE RISK MAY BE GREATER THAN THE REWARD for resources such as Google Business Photos.

Also, by stepping back and viewing your communications through a criminal's eyes, you'll remain cognizant of occasions where you may need to beef up your security.

For example, you might very well want to promote an after-hours trunk show via social media. By wearing the “criminal's glasses” as suggested above, you'll be reminded that **you may need to hire security for the event** and find ways to include references to the event's security in your communications:

“To attend our special event, please call us at 555-0123 to provide your contact information and to request a guest pass. Be sure to bring your pass to the event and show it to the security professional at the door to gain admittance.”

By including a statement such as that, you might dissuade a criminal from targeting your store.

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Congratulations



Congratulations to the Newlyweds Brent & Jennifer Johnson of Richard's Inc.

It's A Boy!

Congratulations to Ryan & Taylor Snuggs of Bromberg's on the birth of their son, William Ryan.

Colored Peppers Pasta Salad

- | | |
|-----------------------------|-------------------------------------|
| 16 Oz. Box Vermicelli Pasta | 3 Tablespoons Lemon Juice |
| 1 1/2 Cup Mayonaise | 3/4 Cup Finely Chopped Bell Peppers |
| 1 Tablespoon Accent | Red, Yellow, Orange Or A Mixture |
| 1 Tablespoon Seasoned Salt | No Green Peppers |
| 4 Tablespoons Oil | 1 Small Onion Finely Chopped |

Break vermicelli into 4 pieces. Cook by box instructions. Drain and rinse pasta. Add chopped peppers and onions. Toss. Mix together mayonaise, lemon juice, oil, season salt and Accent seasoning. Toss with pasta. Refrigerate for 2 hours before serving.

- Nancy Dawkins

Sincerest Condolences

Krista Poole, of Hudson-Poole Jewelers, lost her father

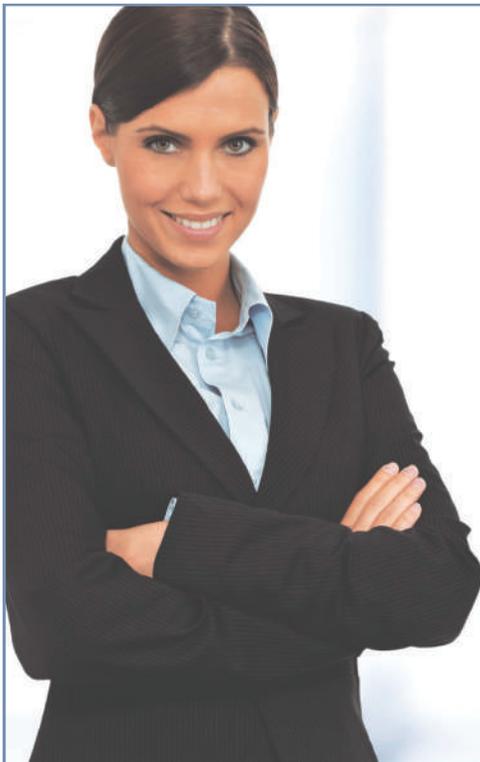
Janet Ingram Gaskins, lifetime AJA member, lost her sister



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Want To Be A Saltwater Sponsor?

Once again this year we will have exciting sponsorship levels for this event. The largest contributors will be Diamond Stars Over Alabama. Followed by Ruby Sunsets, Sapphire Skies, Emerald Oceans, Pearl Beaches, Topaz Tans, Coral Reefers and even CZ Bikinis! Plan to join the fun, made much more affordable by your favorite suppliers who will be participating in these great sponsorship levels!

For more information on how you or your company can become a sponsor, contact the AJA office.

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October 20 - 22, 2017

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Company _____ Phone _____ Mobile _____

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Full Registration for Children (5-12 Years) # _____ @ **\$30.00 Each** = \$ _____

Total Registration \$ _____

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Saturday Night Dinner And Continental Breakfast Sunday

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