



# Alabama Jewelers Association

Summer 2018



**Membership Makes  
A Difference!**



## Alabama Jewelers Association

Executive Director: Nancy Dawkins

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# President's Message



*President*  
**Marshall Sanford**  
Hayes Jewelers  
Mobile

Dear Alabama Jewelers Association Members,

I am pleased to let everyone know that at our April Convention I was appointed to be your President of the Alabama Jewelers Association. Along with this, we have decided to hold our annual April Convention back in Birmingham for 2019. While we have many friends in the Georgia Jewelers Association, we have decided to return to an all Alabama Jewelers Association meeting in order to help our association grow further. Georgia Jewelers will always be welcome to attend our conventions, but we will no longer hold a joint convention.

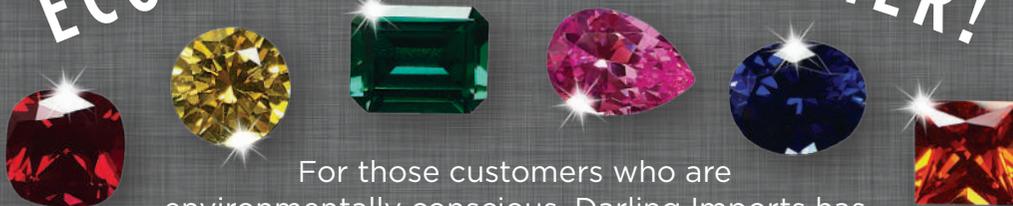
We are excited to implement these new changes and see the association continue to grow. We ask our members if there is a new jeweler in your town, please invite them to join the association. There are a few jewelers that do not take advantage of the great programs and speakers at our conventions, and we would like to see everyone take advantage of the great benefits you get as a member of AJA.

One of my favorite conventions is our Saltwater Seminar. I am excited to announce that it will be held September 27th - 30th. The networking with jewelers and vendors from around the state is invaluable. Please find the time to join us at the beautiful Island House Hotel in Orange Beach, Alabama. The wonderful white sand and emerald waters are waiting for us to come and enjoy!

I am looking forward to seeing everyone of you at the beach; the more the merrier!

Sincerely,  
Marshall Sanford,  
AJA President

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Wilkerson

# Beverly Goddard Awarded 2018 AJA Associate Member of the Year



Beverly Goddard, Glenn Manning &  
Megan Sherrer-Neal

Oh Wow... What a big surprise and honor being named Alabama Jewelers Associate Of the Year!! I'm very happy to be a part of this awesome organization. I would like to express my deepest gratitude to the Alabama Jewelers for believing in me. I truly appreciate and value everything I've learned from each of you and your continued support.

Mostly, I so treasure and value all your friendships. I look forward to many more fun successful years with the Alabama Jewelers Association.

Love To All,  
Beverly Goddard  
AKA: "Homer" :-))  
Royal Chain, Charles Garnier & Wilkerson's

## 2018-2019 *Calendar of Events*

**AUGUST 4-6, 2018**  
Atlanta Jewelry Show  
Atlanta, GA

**AUGUST 26-27, 2018**  
SJO  
Charlotte, NC

**SEPTEMBER 27-30, 2018**  
AJA Saltwater Seminar  
Island House Hotel  
Orange Beach, AL

**JANUARY 26-28, 2019**  
RJO  
Nashville, TN

**FEBRUARY 23-26, 2019**  
IJO  
Phoenix, AZ

**MARCH 2-4, 2019**  
Atlanta Jewelry Show  
Atlanta, GA

**APRIL 5-7, 2019**  
AJA Annual Convention  
The Wynfrey Hotel  
Birmingham, AL

**MAY 30-JUNE 5, 2019**  
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**Saltwater 2018**  
**September 27-30**

Watch The Mail For Your Registration Form  
Inside Our Special Saltwater  
Flier Coming In August!

# Let's Get Social: Growing Your Business With Social Media

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

**B**ecause the next generation are digital natives and do their research and shopping online, it's important for your business to be where the customers are.

If you don't already have a social media presence, now is the time to create one for your business. Not sure how to get started? We can help.

## Getting Started

Taking that first step into social media can be a bit overwhelming. With so many platforms and users, where do you even begin?

First, think about why you are doing it. Do you want to increase sales? Are you interested in creating more visibility for your store? Decide your purpose to help you get started on what to post and where.

It's also important to measure your social media performance. Are you getting more engagement on one platform over another? If so, consider focusing more of your attention on the better performing platform.

## Select Your Platform(s)

When it comes to choosing which social media platform you'll use, select a couple that offer the best opportunity for reaching your target audience and let you post the right type of media.

Keep in mind that it's hard to have a social presence on all platforms. Start by choosing one or two that meet your needs.

Here is a breakdown of the most popular channels:



**Facebook** - The most popular and powerful social platform. You can assume most people are on it. Facebook isn't about selling, it's about building relationships and you have the option to reply directly to comments or questions.



**LinkedIn** - This networking site helps your business grow by growing your connections and utilizing them when needed. It contains groups and discussions where you can ask questions and read industry-related articles and blogs. Use the platform to let others know who you are and what you do.



**Instagram** - This app is made for sharing photos and videos. It's ideal for jewelers because of the ability to post and share product photos and videos. Followers can view, comment and like your posts.



**Pinterest** - A content-sharing site that allows its members to pin or post videos and images to pinboards. This site has a female-dominated audience and is ideal for jewelry businesses to showcase products through photography and video.



**Twitter** - An in-the-moment platform that lets you reach out to people for an immediate response. Think breaking news, updates or questions for your followers. If you have things to say frequently and prefer to reach out directly to your followers, this would be a great platform to consider.

## What To Share

First, tell your story.

Who are you? How did you get started in the jewelry business? What do you love about your community? Include images and videos to help tell your story as they tend to perform better with more engagement and interaction from your followers.

According to Amanda Gizzi, Director of PR & Events for Jewelers of America, images of boldly-colored gem stones and jewelry receive more interaction and engagement on their social media channels than other posts.

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provides great quality video and images that can be easily uploaded onto your social pages.

### When To Share

It's important to keep your pages up-to-date and post regularly.

You can schedule your posts in advance if resources or time are factors. You can also engage with your audience in real-time with Facebook Live or create Instagram stories.

Don't forget to analyze the data and determine which posts perform the best and when. By tracking your performance, you'll be able to better promote yourself and get more engagement with your posts.

*Article written by a team of Subject Matter Experts at Jewelers Mutual Insurance Group.*



**Alabama  
Jewelers  
Association**

**Membership Makes A Difference!**

**See Page 16 For More Information  
On Association Membership!**

## Recipes

### Chicken Enchilada Dip

- 1 Pound Grilled Chicken - Shredded
- 8 Ounces Cream Cheese - Softened
- 1 Cup Mayo
- 8 Ounces Shredded Mexican Blend Cheese
- 4 Ounces Diced Green Chilis
- 1 Jalapeno Pepper - Finely Diced  
(Use More If You Like More Heat)

Mix all together and bake for 30 minutes at 350.  
Sprinkle a little cheese on top.

### Strawberry Cake

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 1 Box White Cake Mix                 | Icing                                |
| 1 Box Strawberry Jell-o              | 1 Package Confectioners' Sugar       |
| 4 Eggs                               | 1/2 Cup Frozen Strawberries - Thawed |
| 1/2 Cup Water                        | 1/2 Stick Butter - Softened          |
| 1/2 Cup Frozen Strawberries - Thawed |                                      |
| 1 Cup Oil                            |                                      |

Mix cake mix, Jell-o, eggs, water, strawberries and oil with electric mixer for 2 minutes. Bake at 350 in a preheated oven in a 13x9 inch greased cake pan. Bake for 20 to 25 minutes. Mix confectioners' sugar, strawberries and butter with mixer on medium speed until blended. Spread on slightly warm cake. Cut cake into squares then remove from pan. Keep cake in the refrigerator.



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# Legislative Update: Supreme Court Decision On Sales Tax Fairness

Courtesy Of **Jewelers Of America**

In a landmark decision announced June 21, the United States Supreme Court took a major step toward sales tax fairness when it voted to overturn a 1992 judgement that was creating an uneven playing field on sales taxation for traditional and online sellers by prohibiting states from collecting sales taxes from sellers that do not have a physical presence in-state, i.e. e-commerce businesses. While change may not be immediate, Jewelers of America offers an overview of the case and what's to come so jewelers can begin to plan for how the ruling may impact their businesses.

## **The Case: South Dakota v. Wayfair**

At issue in the case, argued on April 17, was South Dakota's sales tax fairness law, which had been ruled unconstitutional by the South Dakota Supreme Court in September 2017. It requires online merchants with more than \$100,000 in annual sales to state residents or 200 transactions with state residents to collect sales tax. In siding with South Dakota and overturning Quill, the Court opens up the opportunity for other states to charge sales tax on businesses that do not have a physical presence, but sell to consumers in the state through online and/or remote sales.

## **How the Decision Opens Path to Sales Tax Fairness Sales Tax Before the Ruling**

Consumers are already legally required to report untaxed purchases and pay the sales tax as "use" tax, but there is little awareness around the law and compliance has been extremely low. Back in 1992 when the Supreme Court made the initial Quill decision, the Internet barely existed, with most remote sales coming from catalogs. With the rise of the Internet and e-commerce sales, brick-and-mortar jewelry businesses began to experience a growing number of consumers who viewed their stores as "showrooms," only to see those sales go to sales-tax-free online competitors.

For more than two decades, Jewelers of America advocated for sales tax fairness, arguing that if online businesses sell the same products to the same customers in the same neighborhoods as traditional stores do, then they should be required to adhere to the same tax laws.

Plus, states and communities lose out on much-needed revenues to support education and infrastructure; states stand to lose more than \$211 billion in remote sales tax revenue from 2018-2022 without sales tax fairness.

## **An End to Showrooming?**

Jewelers of America supported South Dakota's

arguments to the U.S. Supreme Court, providing supporting evidence with other retail organizations in legal briefs last October and again in March. JA Members provided testimonials of how this issue directly affected their sales – often sitting losing sales to showrooming. This could change with the latest ruling. The U.S. Supreme Court indicated in its decision that South Dakota's law could serve as a model for other states seeking to collect sales tax from out-of-state sellers, noting that it was not an undue burden on sellers since it is not retroactive and requires only merchants who do a considerable amount of business in the state to collect.

## **What is a "Considerable Amount" of Business?**

That's determined state by state, but for South Dakota the threshold is: online merchants with more than \$100,000 in annual sales to state residents or 200 transactions with state residents to collect sales tax. In siding with South Dakota and overturning Quill, the Court opens up the opportunity for other states to charge sales tax on businesses that do not have a physical presence, but sell to consumers in the state through online and/or remote sales.

## **What's to Come**

The 45 states that collect sales tax will review their current laws and regulations in order to implement sales tax collection.

The U.S. Supreme Court opinion also cited the Streamlined Sales and Use Tax Agreement (SSUTA) – which South Dakota is a part of – as a pathway for states. Under that agreement, which currently includes 24 states, states have standardized their systems to reduce administrative and compliance costs including requiring a single, state level tax administration, uniform definitions of products and services, simplified tax rate structures and simplification of tax returns and remittances. It also provides sellers access to sales tax administration software paid for by the state.

## **Timing**

Companies that sell online should begin to prepare for the changes, though they will not be immediate in most states. While a number of laws – including South Dakota's – are in place, states may be required to take further action. For example, while the law in South Dakota was enacted in 2016, there has been a circuit court injunction that prevents it from moving ahead. With the Supreme Court's ruling, the case returns to the South Dakota court system for further proceedings. For a number of states, there may not be activity until after

state legislatures are back in session in 2019. Others may look to collect via changes to state regulations, versus laws.

**JA's Advocacy Continues**

Jewelers of America believes federal legislation may still be needed and supports efforts by Congress to pass sales tax fairness. At the same time, we'll be watching the state implementation process. We'll be keeping a close eye to ensure it achieves the goal of leveling the playing field for our brick-and-mortar members, while not proving to be an undue burden for small businesses that sell online.

JA will provide updates for our members as needed, continuing to offer the essential information and tools they need to navigate the changes.

**More Information**

National Retail Federation:  
<https://nrf.com/advocacy/policy-agenda/sales-tax-fairness>

National Jeweler:  
<https://www.nationaljeweler.com/majors/public-policy/6732-scotus-states-can-make-online-sellers-collect-sales-tax>

Streamlined Sales Tax Governing Board:  
<http://www.streamlinedsalestax.org/>  
 Includes information on Certified Service Providers, who offer sellers services that include everything from registering them to collect sales tax in the 24 states that are part of the Streamlined Sales and Use Tax Agreement (SSUTA) to reporting and filing state level returns. The site also provides information on how online sellers can register on their own to collect sales tax in states that require it.

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*I want to thank the Alabama Jewelers Association for this wonderful honor. I guess I'm kind of dumb for not figuring it out ahead of time, but when Marshall said "President in 1972", it dawned on me, "that's me" and I nearly cried. Thanks again for such a very, very nice honor.*

*Roger Butler  
Butler Diamonds & Fine Jewelry  
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# Congratulations

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### BEST OF SHOW & 2018 PEOPLE'S CHOICE AWARD

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Wisnar Jewelry Company  
Fairhope, AL

*Multi-Colored Stone & Diamond  
Free-Form Necklace*



### CATEGORY 1

**1st Place**

**Bill Wismar**  
Wisnar Jewelry  
Company  
Fairhope, AL



*Sterling Silver Bracelet With Diamond*

### CATEGORY 2

**1st Place**

**Taylor Sherrer**  
Lou's Fine Jewelry  
Mobile, AL



*Hand Engraved Solitaire Ring*

### CATEGORY 3

**1st Place**

**Patrick Conway**  
Wallace-Burke  
Fine Jewelry  
& Collectibles  
Birmingham, AL



*Multi-Colored Diamond Necklace*

### CAD DESIGN

**1st Place**

**Glenn Manning**  
Manning Jewelry  
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*Opal & Diamond Necklace*



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



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# Membership Makes A Difference!

It's true! Here are some of the many benefits that come with an Alabama Jewelers Association membership:

- We are a non-profit association that promotes professionalism and high ethical standards of business practice in the jewelry trade.
- Our mission is to provide educational programs and services to improve the knowledge and skills of our members who share common goals in growing their business.
- Membership in AJA lends credibility and professionalism to your store and accentuates your image as a professional jeweler.
- Annual spring convention features leading industry experts and educators to update you and your staff while enjoying professional networking and fellowship opportunities with other retail jewelers and suppliers.
- Annual jewelry design competition.
- Scholarships awarded annually to members and their employees to approved educators.
- FedEx shipping savings of up to 42% available to retail jewelry members through our special state association discount program with FedEx.
- Lifetime Member Award.
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# BENEFIT POKER TOURNAMENT

# WINNER!



Marshall Sanford of Hayes Jewelers won the poker tournament benefiting Jewelers for Children. He won the special edition JFC silver bracelet donated by Southeastern Findings/Namano.

## We're Bringing It Back To Birmingham!



### Annual Convention

April 5th - 7th  
**The Wynfrey Hotel**  
 Birmingham, AL



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Course Three: Selling Techniques  
**Advanced Jewelry Course**  
 Close the sale — Increase conversation rate up to 150%.



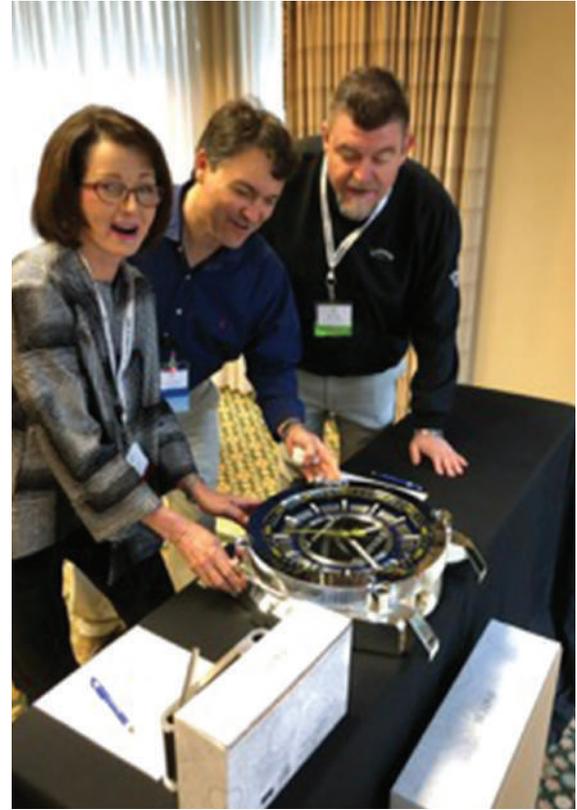
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# ALABAMA JEWELERS ASSOCIATION

## • MEMBERSHIP APPLICATION •



### BUSINESS INFORMATION

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

#### • TYPE OF BUSINESS •

\_\_\_\_\_ Retail Jewelry Store    \_\_\_\_\_ Associate/Vendor/Manufacturer

Number Of Stores \_\_\_\_\_ If More Than One,  
Please List Complete Address Of Each Store On A Separate Attachment

Have You Attended The Atlanta Jewelry Show Within The Past 3 Years? Yes \_\_\_\_\_ No \_\_\_\_\_

#### • ANNUAL DUES FOR RETAIL MEMBERSHIP •

Single Store \$125.00 / Additional Stores \$35.00 Each

#### • ANNUAL DUES FOR ASSOCIATE/VENDOR/MANUFACTURER MEMBERSHIP •

\$50.00

#### • PAYMENT METHOD •

CHECK ENCLOSED \_\_\_\_\_ Or CREDIT CARD: Visa \_\_\_\_\_ MC \_\_\_\_\_ AMEX \_\_\_\_\_ DISCOVER \_\_\_\_\_

Please Print Name As It Appears On Credit Card \_\_\_\_\_

Billing Zip Code \_\_\_\_\_ Security Code \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ **TOTAL \$** \_\_\_\_\_

PLEASE PRINT CLEARLY

Signature \_\_\_\_\_

#### • NEW ADDRESS •

#### ALABAMA JEWELERS ASSOCIATION

AJA Executive Director: Nancy Dawkins  
1848 McFarland Boulevard • Northport, AL 35476

Phone: (205) 526-5710

Email: Alabamajewelers@icloud.com