

leave a little sparkle
wherever
you go!


Alabama Jewelers Association
101st Annual Convention

Featuring
Jewelers of America Learning Workshop



April 25-27
Montgomery, AL

**Alabama
Jewelers
Association**



Alabama Jewelers Association

Alabama Jewelers Association

Executive Director: Nancy Dawkins

*2802 Lurleen B Wallace Blvd.,
Northport, Alabama 35476
(205) 526-5710*

*AlabamaJewelers@icloud.com
AlabamaJewelers.us*

Want to be a Sponsor

for the

Annual Convention?

Once again, AJA has exciting sponsorship levels for this event!

SPONSORSHIP LEVELS ARE:

◆ DIAMOND ◆ PLATINUM
 ◆ 24KT GOLD ◆ 14KT GOLD ◆ EMERALD
 ◆ RUBY ◆ SAPPHIRE ◆ SILVER

For more information on how to be a sponsor, contact

Nancy Dawkins

at 205-526-5710 or

AlabamaJewelers@icloud.com

AJA Executive Board of Directors

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

Vice President/ Treasurer
Joseph Denaburg
Levy's Fine Jewelry
Birmingham, AL

Secretary
Kim Odom
Doug Doggett Jewelers
Cullman, AL

Executive Director
Nancy Dawkins
Nancy & Co. Fine Jewelers
Northport, AL

AJA Board of Regional Vice-Presidents

Maria Foote
Maria Jewelers
Opelika, AL

Cody Foote
Maria Jewelers
Opelika, AL

Ivy Lowe
Nancy & Co. Fine Jewelers
Demopolis, AL

Candace Wade
Levy's Fine Jewelry
Birmingham, AL

Anna Alexander
Hobbs Jewelers
Athens, AL

Brian Hood
Bromberg & Co. Inc.
Birmingham, AL

Avani Patel
Avani Rupa Fine Jewelers
Mountain Brook, AL

AJA Past Presidents Advisory Council

Ryan Snuggs
Michael Ryan Personal Jeweler
Birmingham, AL

Marshall Sanford
Hayes Jewelers
Mobile, AL

Glenn Manning
Manning Jewelry
Foley, AL

Danny Clarke
Gold Art
Mobile, AL

Jared Nadler
Levy's Fine Jewelry
Birmingham, AL

John Poole
Hudson-Poole Jewelers
Tuscaloosa, AL

Tim Sherrer
Lou's Jewelry
Mobile, AL

Doug Doggett
Doug Doggett Jewelers
Cullman, AL

Richard White
Ed White Jewelers
Cullman, AL

Associate Members Serving on the Board of Directors

Judy Upton
Judy Carter & Associates
Birmingham, AL

Beverly Goddard
Royal Chain Group / Wilkerson
Charles Garnier / Mondrian Collection
Booneville, MS

Steve Stricklin
Birmingham, AL

Eric Jones
Global Liquidators
Birmingham, AL

Sara McDonough
JIS Shows
Norwalk, CT

Ashleigh Brooks
The Luxury Bee
Atlanta, GA

Trey Prichard
American Ring Source
Ooltewah, TN

Uzi Bahar
Aiden Jewelry
Huntsville, AL

AJA President's Message



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

The first quarter always seems like a new chapter: "New Year, New Me" (and NEW business). I get excited about new engagement ring trends, the start of wedding season in Mobile and seeing what new styles our vendors have to offer. As exciting new trends are coming around for the jewelry industry this spring, so is our AJA Spring Convention. April will be here in just a few short months. Let's all get ready for a fun Spring Convention in Montgomery at the Renaissance Montgomery Hotel & Spa, April 25-27. Bring your family for the fun and your store employees for the education. Room block is open until April 1st, but don't wait too long to book your room and send Nancy all registration forms. I look forward to seeing new faces, as well as the familiar ones.

Thank you,

Megan Sherrer-Neel

Megan Sherrer-Neel
AJA President

VISIT THE AJA WEBSITE!

Alabama
Jewelers
Association

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 info and pics from past conventions and stay up to date on any upcoming events!



Join Our Private Facebook Group



Ship Happy This New Year with JM® Shipping Solution

The holidays are a magical time, but for jewelers, the post-holiday shipping rush can leave you feeling a little... Scrooge-like. Between mountains of paperwork and lost package worries, who has time to spread holiday cheer?

This new year, let JM Shipping Solution be your secret weapon against shipping inefficiencies.

- Say "So Long!" to Invoice Chaos: Forget sifting through stacks of invoices. JM Shipping Solution consolidates everything into one easy-to-manage package.
- Track Like a Pro: Our powerful tracking tools let you monitor your shipments in real-time, so you'll always know where your precious cargo is.
- Unlock Savings with Every Shipment: Gain valuable insights into your shipping costs. Analyze your data and discover hidden savings opportunities to boost your bottom line.
- Effortless Integration: Seamlessly integrate JM Shipping Solution with your favorite platforms like Shopify and WooCommerce®. No tech headaches here!

Getting Started with JM Shipping Solution is as an easy way to check off a New Years Resolution already this year:

1. Sign up for a free account on the Zing® Marketplace.
2. Optional, But Helpful! Connect your existing shipping accounts, Shopify, or WooCommerce carts for a truly streamlined experience.
3. Track Away! Monitor your packages with real-time updates and breathe a sigh of relief.
4. Unwrap Savings! Analyze your shipping data and identify ways to optimize your budget.

JM Shipping Solution helps you:

- Free Up Your Time: Spend less time wrestling with paperwork and more time creating beautiful jewelry (your true passion!).
- Work Smarter, Not Harder: Streamline your shipping processes and watch your productivity soar!
- Optimize Your Budget: Discover cost-saving opportunities so you can invest more in what matters most.

Don't let the post-holiday shipping blues steal your holiday cheer! Take control with JM

Shipping Solution and make your life a whole lot easier.

Plus, Here's a New Year's Resolution Your Business Will Thank You For!

The new year is the perfect time to ensure your business is Anti-Money Laundering (AML) compliant. In conjunction with Jewelers Vigilance Committee, Jewelers Mutual offers JewelPAC, an industry-leading AML certification program designed specifically for jewelers.

Ready to Ship Happy? Contact us today to learn more about JM Shipping Solution and JewelPAC!

Phone: 833.970.9464

**Email: shipping@jminsure.com
Jewelersmutual.com/shipping**

Let's make your post-holiday season (and every shipping season!) a breeze!

Ship. Save. Streamline.

THE GOLD STANDARD IN
STREAMLINED SHIPPING
AND INSURANCE

DISCOUNTS

Save time and money
while protecting your
high-value items.

CONVENIENCE

Print labels, get insurance,
and track shipments
within our platform.

PEACE OF MIND

Real-time risk mitigation
and proactive alerts of
delivery concerns.

ENROLL YOUR BUSINESS



**JM[®] SHIPPING
SOLUTION**

by Jewelers Mutual Group


Jewelers Mutual[®]
EST 1913

Insurance service backed by over 111 years of experience

101st Annual Convention

April 25-27

Renaissance Montgomery
Hotel & Spa

Register at
www.alabamajewelers.us

Alabama
Jewelers
Association

Alabama
Jewelers
Association

20oz Straight
Tumbler

Two Design
Choices!

\$20



(#1 Navy)

Last day to order
is April 9



(#2 Gray)



Discovery Tables at the Convention

Sunday, April 27th • 8:30am - 3:00pm

There will be 25 vendors displaying jewelry
and services for you to visit throughout the day.

Come shop with your Alabama Sales Reps.

*It's the Perfect Time to Shop
for Mother's Day Merchandise!*





Alabama Jewelers Association Convention

Featuring Jewelers of America Learning Workshop

April 25-27

Renaissance Hotel & Spa – 201 Tallapoosa St. Montgomery, AL 36104

Friday, April 25, 2025

5:00-10:00PM Hospitality Suite.....10th Floor 1027
Pick up your informational packets, eat, drink, and get to know your fellow jewelers!

Saturday, April 26, 2025

6:30-10:00AM Breakfast.....The House Restaurant
12:30-1:00PM Registration/Check-in.....Alabama Ballroom A

1:15PM-1:30PM WelcomeAlabama Ballroom A&B
Alabama Jewelers and Jewelers of America Learning Workshop

1:30-2:30PM Leverage Repairs to Grow Your Business.....Alabama Ballroom A&B
Presented by Tammy Lail TSL Solutions LLC
Providing a reliable repairs service can be an essential tool in building trust and loyalty with customers. This session will offer tips to effectively leverage repair services as part of your overall business strategy. Learn how to better promote repair offerings, streamline processes for efficiency, and create a seamless experience for customers seeking restoration of their treasured pieces.

2:30-3:00PM Round Table Workshop.....Alabama Ballroom A&B

3:00-4:00PM Keeping up with AI & other Technologies Changing the Jewelry Business.....
Presented by Jennifer Shaheen, President, Technology Therapy Alabama Ballroom A&B
Use of Artificial Intelligence (AI) has been leading the latest technological revolution in retail, offering powerful tools that enhance customer experience, optimize operations, and boost sales. Understanding how to effectively harness AI and other new tools could be the difference in keeping pace and staying relevant or going the way of the dinosaur. This session will offer an overview of the top tech trends in retail today and how to leverage these innovations to enhance your toolkit and future-proof your business.

4:00-4:30PM Round Table Workshop.....Alabama Ballroom A&B

5:00-6:15PM Hospitality Suite.....10th Floor 1027

6:30-7:00PM President's Cocktail Reception.....Alabama Ballroom C, D, & E

7:00-8:00PM Dinner.....Alabama Ballroom C, D, & E

8:00-9:30PM Comedian/Magician Brian Reeves.....Alabama Ballroom C, D, & E

9:30-10:30PM Hospitality Suite/Poker Tournament.....10th Floor 1027
Sponsored by Namano/ Southeastern benefiting Jewelers for Children

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



Alabama Jewelers Association Convention

Featuring Jewelers of America Learning Workshop

April 25-27

Renaissance Hotel & Spa – 201 Tallapoosa St. Montgomery, AL 36104

Sunday, Sunday, April 27, 2025

6:30-10:00AM	Breakfast.....The House Restaurant
8:00-8:30AM	Discovery Tables and Jewelry Design Set-up.....Alabama Ballroom A
8:30AM-3:00PM	Discovery Tables Open.....Alabama Ballroom A
9:00-9:15AM	WelcomeAlabama Ballroom A&B <i>Alabama Jewelers and Jewelers of America Learning Workshop</i>
9:15-10:00AM	On the Cusp: Elevate Your Impact.....Alabama Ballroom A&B <i>Presented by Tonya Mitchell, CEO of Inspired Action Coaching and Consulting</i> <i>We are always on the cusp of greatness—our own personal greatness. However, too often, we stop just shy of evolving to that next level because we’ve never been there before. The unknown can feel intimidating, and hesitation can keep us from stepping fully into our potential. This session is designed to help you stop waiting and start showing up as your future self—today. Through the On the Cusp framework, you will learn a four-step process that will not only shift your thinking but transform your mindset and actions, ensuring that you elevate your impact in both your personal and professional life.</i>
10:00-10:30AM	Break
10:30-11:15AM	Close the Sale: Turn Customer Interest into Confident Purchases.....Alabama Ballroom A&B <i>Presented by William Jones IV, President of Sissy’s Log Cabin and Founder of Jewelry Sales Academy (JSA)</i> <i>In today’s competitive environment, it takes more than just showing beautiful product to seal the deal. You must build trust and understand customer needs that will help guide them successfully. Attend this session for valuable insights on how to enhance the sales approach and ensure every customer walks away confident and excited about their purchase.</i>
11:15-11:30AM	Break
11:30-12:15AM	Focus on Selling Diamonds, Period.....Alabama Ballroom A&B <i>Presented by John Pollard, Senior Director of Education, International Gemological Institute</i> <i>Whether you sell only natural diamonds or have ventured into lab-grown sales, this session will empower you with the skills needed to confidently sell both and appeal to the range of customer preferences. From highlighting the unique attributes of natural and lab-grown, to managing customer questions, learn techniques to ensure your customers walk away informed and excited about their choice.</i>
12:30-2:00PM	Past President’s Luncheon, Awards and Design Contest Alabama Ballroom C, D, & E
2:00-3:00PM	Discovery Tables.....Alabama Ballroom A

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

2025 Convention Speakers

ALABAMA JEWELERS AND JEWELERS OF AMERICA LEARNING WORKSHOP



Tammy Lail

OWNER, TSL SOLUTIONS, INC.

Tammy Lail is an accomplished business leader with a proven track record of driving profitability and operational efficiency across diverse industries. As the owner of TSL Solutions LLC, she specializes in guiding businesses through the development and implementation of strategic initiatives that improve performance, streamline operations, and generate significant cost savings. Prior to founding TSL Solutions, Lail served in key executive positions at Stuller Inc., where she spearheaded initiatives that boosted revenue and optimized resource management. Her expertise spans operations, finance, and supply chain management, with a particular focus on manufacturing processes and talent development.

TOPIC - LEVERAGE REPAIRS TO GROW YOUR BUSINESS

SATURDAY, APRIL 26 | 1:30PM

Providing a reliable repairs service can be an essential tool in building trust and loyalty with customers. This session will offer tips to effectively leverage repair services as part of your overall business strategy. Learn how to better promote repair offerings, streamline processes for efficiency, and create a seamless experience for customers seeking restoration of their treasured pieces.



Jennifer Shaheen

PRESIDENT, TECHNOLOGY THERAPY GROUP

Jennifer Shaheen, President, Technology Therapy: Jennifer Shaheen is a digital transformation expert, user experience enthusiast, and data insights specialist recognized as the authority in planning, implementing, and translating digital marketing and technology in today's competitive online environment. Over her twenty-year career, Jennifer has worked as a digital advisor in a myriad of industries, including finance, banking, manufacturing, design, construction, luxury retail, and jewelry. Private equity firms value Jennifer for her ability to deliver sustainable growth and meaningful results when leading the digital launch and rebranding of various organizations.

TOPIC - KEEPING UP WITH AI AND OTHER TECHNOLOGIES CHANGING THE JEWELRY BUSINESS

SATURDAY, APRIL 26 | 3:00PM

Use of Artificial Intelligence (AI) has been leading the latest technological revolution in retail, offering powerful tools that enhance customer experience, optimize operations, and boost sales. Understanding how to effectively harness AI and other new tools could be the difference in keeping pace and staying relevant or going the way of the dinosaur. This session will offer an overview of the top tech trends in retail today and how to leverage these innovations to enhance your toolkit and future-proof your business.

Thank You to our Speakers for sharing their expertise!

2025 Convention Speakers

ALABAMA JEWELERS AND JEWELERS OF AMERICA LEARNING WORKSHOP



Tonya Mitchell

CEO of Inspired Action Coaching and Consulting

Tonya Mitchell is a former Human Resources senior manager and executive steering committee member who directed the Talent and Culture division of a government contractor. She has over 25 years Human Resources expertise and is a certified Senior Professional in Human Resources (SHRM-SCP) and Master Certified Professional Coach and Trainer. She has proven success in talent acquisition, learning and leadership development, culture and engagement to implement change for organizational excellence. Her coaching has helped clients transform performance through high leadership impact.

Tonya is the Founder and Executive Director of Diane's Heart nonprofit. She's the author of "Diane's Heart: Transforming Loss to Purpose and Legacy." She is a graduate of The University of Alabama, Leadership Birmingham Class of 2023 as well as a graduate of Nonprofit Executive Leadership Institute (NELI) - Alabama Association of Nonprofits.

TOPIC - ON THE CUSP: ELEVATE YOUR IMPACT

SUNDAY, APRIL 27 | 9:15AM

We are always on the cusp of greatness—our own personal greatness. However, too often, we stop just shy of evolving to that next level because we've never been there before. The unknown can feel intimidating, and hesitation can keep us from stepping fully into our potential. This session is designed to help you stop waiting and start showing up as your future self—today. Through the On The Cusp framework, you will learn a four-step process that will not only shift your thinking but transform your mindset and actions, ensuring that you elevate your impact in both your personal and professional life.



William Jones IV

PRESIDENT OF SISSY'S LOG CABIN AND FOUNDER OF JEWELRY SALES ACADEMY (JSA)

William Jones IV is the President of Sissy's Log Cabin, leading the company's growth while preserving its legacy of luxury and excellence. With expertise in sales, operations, and customer experience, he ensures seamless alignment between strategy and execution.

Beyond Sissy's, William drives industry innovation through Jewelry Sales Academy and Jewellink, focusing on sales training and recruitment for jewelers. A member of the Little Rock Executive Association, he is committed to leadership, mentorship, and enhancing the future of luxury retail.

TOPIC - CLOSE THE SALE: TURN CUSTOMER INTEREST INTO CONFIDENT PURCHASES

SUNDAY, APRIL 27 | 10:30AM

In today's competitive environment, it takes more than just showing beautiful product to seal the deal. You must build trust and understand customer needs that will help guide them successfully. Attend this session for valuable insights on how to enhance the sales approach and ensure every customer walks away confident and excited about their purchase.

2025 Convention Speakers

ALABAMA JEWELERS AND JEWELERS OF AMERICA LEARNING WORKSHOP



John Pollard

SENIOR DIRECTOR OF EDUCATION, INTERNATIONAL GEMOLOGICAL INSTITUTE

John Pollard is Senior Director of Education for IGI, overseeing the institute's education and diploma programs instructed around the world, and designing seminars, workshops, and online courses for clients in all industry sectors, including leading luxury brands. A consultant for producers, laboratories, and retailers on three continents, he has given seminars for JCK Las Vegas, the American Gem Society Conclave, the Gemological Institute of America Alumni Association, and international expos in Beijing and Shanghai, China. A board-certified educator with degrees in gemology, science and music, John has educated thousands of professionals and consumers since joining the industry in 2005.

TOPIC - FOCUS ON SELLING DIAMONDS, PERIOD

SUNDAY, APRIL 27 | 11:30AM

Whether you sell only natural diamonds or have ventured into lab-grown sales, this session will empower you with the skills needed to confidently sell both and appeal to the range of customer preferences. From highlighting the unique attributes of natural and lab-grown, to managing customer questions, learn techniques to ensure your customers walk away informed and excited about their choice.

Thank You to our Speakers for sharing their expertise!

A promotional graphic for Brian Reaves. On the left is a photo of Brian Reaves, a man with grey hair and a beard, wearing a blue suit jacket over a white shirt, with his arms crossed. The background is a dark blue curtain. To the right of the photo, the text reads: **Brian Reaves** in yellow, **The Motivational Magician** in white, and **8:00PM** in white at the top right. Below the name, a yellow text box contains the following text: **Brian's mix of magic and message has made him popular with audiences throughout the Southeastern United States for over 20 years! Brian is the five-time Birmingham Magician of the Year and an internationally recognized Close-Up and Stage Magic Champion. Be prepared to be amazed on the Saturday night of our Annual Convention!** At the bottom, white text reads: **101st Annual Convention Entertainment** and **Saturday, April 26**.

Begin Creating Your Designs for the

2025 AJA Design Competition



Entering a design contest is a great way to bring attention to your store and/or your jeweler(s). The PR that a winner receives is invaluable. AJA membership offers many benefits, and the publicity you'll receive as a winner far exceeds the cost of your yearly dues.

Consider an entry in every category - this not only increases your chances of winning but it also makes for a more fun and exciting competition.

**For more details, contact Nancy Dawkins
at (205) 526-5710 or
visit www.AlabamaJewelers.us**

These are the Categories:

- o **CATEGORY 1:** Materials may cost up to \$1,000
- o **CATEGORY 2:** Materials may cost between \$1,001 to \$3,000
- o **CATEGORY 3:** Materials cost \$3,001 & Over
- o **PEOPLE'S CHOICE**
- o **BEST IN SHOW**

The Official Rules of Entry are on www.AlabamaJewelers.us

The Design Competition Registration Form is on Page 30 of this Newsletter.



JUDY CARTER

& ASSOCIATES

Judy Upton

**Judy@JudyCarterandAssociates.com
205.612.1637**

2024 SPONSORS & ADVERTISERS

Alabama Jewelers Association

JEWELERS MUTUAL
LEVY'S FINE JEWELRY
JUDY CARTER & ASSOCIATES - JUDY UPTON
SHR PRECIOUS METALS, INC - STEVE HARTZ
JEWELERS OF AMERICA
JIS/JCK
VIKEN'S JEWELRY MANUFACTURING
AMERICAN RING SOURCE - TREY PRICHARD
BENCHMARK
GLOBAL LIQUIDATORS - FRANK & ERIC JONES
NATIONAL RARITIES - JUSTIN VANMATRE
PODIUM - MELISA MONROE
THE EDGE
TIME DELAY CORP
ATLANTA JEWELRY SHOW
CREATED BRILLIANCE - HANK BLAIN
PREMIUM WHOLESALE, LLC - MIKE COMBS
KIM INTERNATIONAL - TIM WATTS
UNITED PRECIOUS METAL REFINING, INC
ROYAL CHAIN GROUP - BEVERLY GODDARD
CHARLES FREY & CO INC - CHUCK FREY
ALLISON KAUFMAN - BILL HARRISON
DARLING IMPORTS
NAMANO/SOUTHEASTERN - ISAAC WEBSTER
PICKENS, INC - WALTER PICKENS, JR
SPEEDWIRE - GLENN MANNING
STAR GEMS, INC - ANISH DESAI
DM KORDANSKY - DEBRA KORDANSKY/BENJAMIN MCKINNEY
MS GEMS
SAMUEL SPIL CO - JOSEPH SPIL
OVERNIGHT MOUNTINGS
INTERCONTINENTAL DIAMONDS - STEVE EHRLMANN
UNEK JEWELRY - JOHN ROWLETT
BUFKOR - JENN BEAGLE
GENE & LAURA LAMBERT
EQUITY DIAMOND BROKERS - ALLEN ROSENE
FANA JEWELRY/GENUINE GEMS
IDD USA, LLC
IMPERIAL PEARL
JEWELS BY IRINA, INC - EDDIE LEVY
LAFONN

MERCURY RING - HARSH JAIN
MONDRIAN COLLECTION - BEVERLY GODDARD
PRIME ART & JEWEL / CHARLES GARNIER
ROYAL CHAIN/ WILKERSON/CHARLES GARNIER
- BEVERLY GODDARD
SIMPLEXDIA INC - MICHAEL PAVLAKOS
START TO FINISH - STEVE & RENEE SINGER
STERLING REPUTATION
VAHAN
WILKERSON - BEVERLY GODDARD
CARPENTER DISTRIBUTORS
VIRGO STAR, INC - ARVIND & RAJESH ZAVERI
SOUTHERN JEWELERS SERVICE - GARY WOODS
VICTOR CORP - SAMMY TURNER
AIDEN JEWELRY - UZI BAHAR
KEEP ME CONNECTED - TIFFANY GONZALEZ
RHETT HARTZOG COMPANY - RHETT & CINDY HARTZOG
AASH, LLC - ADAM SCHAPER
TRACY PEARLS - REBECCA SHEMAWELL
LUSTOR/AIYA DESIGNS - PIA & SUNNY AIYA
DIVINA CREATIONS - KETAN MEHTA
RAYMOND MAZZA
SPARKLING INSIGHTS - RITA WADE
BRILLIANT ELEMENT'S - ALLAN CAGLE
L&S JEWELRY
THE LUXURY BEE - ASHLEIGH BROOKS

Thank You!
for your
continued support!

Saltwater 2024



Orange Beach, AL



Saltwater 2024 Sponsors

100th Anniversary Sponsors

Jewelers Mutual
SHR Precious Metals - Steve Hartz

Diamond Sponsors

Levy's Fine Jewelry

24Kt Gold Sponsors

Atlanta Jewelry Show
Jewelers of America
JIS/JCK - Sara McDonough
Premium Wholesale, LLC - Mike Combs
Viken's Jewelry

14Kt Gold Sponsors

American Ring Source - Trey Prichard
Benchmark
Global Liquidators - Eric Jones
National Rarities
Podium
Royal Chain Group - Beverly Goddard
The Edge
Time Delay - Robert Loving

Emerald Sponsors

Created Brilliance - Hank Blain
Jewels by Irina - Eddie
Judy Carter & Associates - Judy Upton
SimplexDiam
United Precious Metal Refining

Ruby Sponsors

Allison Kaufman - Bill Harrison
Charles Frey & Co
Divina Creations - Ketan Mehta
MS Gems

Sapphire Sponsors

Gene & Laura Lambert
Namano Diamonds / Southeastern Findings - Isaac Webber
Pickens Inc - Walter Pickens Jr
Rhett & Cindy Hartzog
Samuel Spil - Joseph Spil
Speedwire
Star Gems - Anish Desai
Virgo Star

Silver Sponsors

Aash, LLC - Adam Schaper
Aiden Jewelry - Uzi Bahar
Bufkor - Jenn Beagle
Carpenter Distributors
Equity Diamond Brokers - Fred Hoffman
Intercontinental Diamonds - Steve Erhmann
Mercury Ring - Harsh Jain
Royal Chain, Charles Garnier, Wilkerson & Mondrian - Beverly Goddard
Start to Finish - Renee & Steve Singer
Uneek Jewelry - John Rowlett



Thank You!

Saltwater 2025

September 25-28

**Island House Hotel
Orange Beach, AL**



!!Mark Your Calendar!!

**Alabama
Jewelers
Association**

The 2025 Scholarship Program

Applications are due Monday, March 31, 2025

*Ask not what you can do for the Alabama Jewelers Association,
but what the Alabama Jewelers Association can do for you.*

The AJA is one of the strongest State Jewelry Associations in the country, and we are adding another benefit for our members.

Since 2020, the AJA has awarded two (2) scholarships annually in the amount of \$500 each, to two AJA members to put towards their continuing education in the jewelry industry.

The scholarship will be awarded on Sunday, April 27th, 2025 at the Annual Convention, which will be held at the Renaissance Montgomery Hotel and Spa, in Montgomery, Alabama.

REQUIREMENTS FOR AJA SCHOLARSHIP APPLICANTS AND RECIPIENTS:

- The AJA Scholarship Applicants and Recipient(s) must be at least 18 years old (or older) before the first day of the Annual Spring Convention.
- Each Applicant and Recipient must be currently in the jewelry industry in some form before the date of the application submission and must have at least one (1) year of experience in the jewelry industry.
- By accepting this Scholarship, the Recipient has agreed to attend one (1) Qualifying Jewelry Program (listed online)
- Applicant and Recipients must be a member of AJA and current with their yearly dues. (Applicant may be employed by a company that is a current member of AJA.)
- Application must include one (1) Letter of Recommendation for the Applicant.

The Official Rules of Entry are on www.AlabamaJewelers.us

The AJA Scholarship Program Registration Form is on Page 31 of this Newsletter.

Diamonds & Bubbles

WINNER



Congratulations to Katherine Spadafora
for finding the half carat
diamond in the champagne flute!


**GLOBAL SUPPLIER
OF JEWELRY
PRODUCTS**

A global supplier, with customers & distributors in over 22 countries, of products for the manufacturing of Gold, Silver, Platinum & Palladium jewelry.

Casting & Fabrication Master Alloys
Ready to Use Grain
Cadmium Free Solders
Sizing Stock
Wire, Sheet & Tubing
Bullion
and More

800.999.FINE
UnitedPMR.com

United
PRECIOUS METAL REFINING, INC.



B E N C H M A R K



STOCK BALANCING
CO-OP
ADVERTISING
PROGRAM
METAL OPTIONS

SAMPLES FOR VIEWING
LIFETIME
GUARANTEE
(FREE SIZING)
FREE ENGRAVING

BUYOUT PROGRAMS
ONLINE ORDERING
(LOWERED SHIPPING RATES)
SAMPLES PROGRAMS

BENCHMARKRINGS.COM  1.205.345.0555



LET'S GET
NAKED.
BARE NAKED.
WHERE ARE THE PRONGS?



(800) 841-5619
Sales@arsjewelry.com

RETIREMENT • PASSING THE TORCH • MOVING
FINANCIAL DISTRESS • GOING OUT OF BUSINESS

“
Their projections
came to fruition.
Wow!

— John Kinney
J.A. Jewelers | Farmington | NM

Let's talk about *your* needs. Let's talk about *your* goals.
Let's talk about how to make you the most money.

CHARLES FREY
& COMPANY INC.

CALL CHUCK TODAY at **888.688.1881** for your
FREE & CONFIDENTIAL consultation with absolutely NO OBLIGATION.



VICTOR

SAMMY TURNER

205-908-1975

www.victorcorporation.com | 800-543-1131

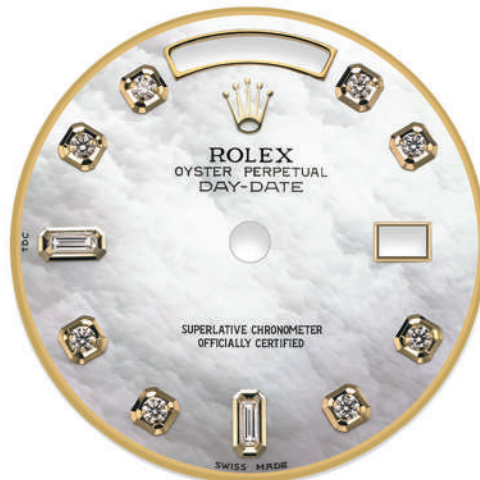
Support Jewelers for Children

On Saturday, April 26, everyone is welcome to join our Gene Calloway Poker Tournament hosted by Aash LLC, and sponsored by Namano/Southeastern!

Throughout the weekend, we will also be selling raffle tickets for a beautiful, half carat diamond pendant donated by MS Gems and Mike Combs at Premium Wholesale, plus 25 other items that will be raffled off on Sunday at 2:30.

All proceeds will be going to Jewelers for Children!

SAMMY TURNER
205-908-1975
www.victorcorporation.com | 800-543-1131



TIME DELAY CORP

Visit TDC at BOOTH # 734-736

800.622.5203 | 214.369.4063 | info@timedelay.com | www.timedelay.com

Time Delay Corporation is an independent company and is not affiliated with any watch manufacturer or distributor.

Rolex is a registered trademark of Rolex Watch U. S. A., Inc.

Relax, you've got SHR

WE REFINE

- ✓ Gold, Silver, Platinum, Palladium, Rhodium
- ✓ Stone Removal Lots
- ✓ Bench Filings
- ✓ Sweeps, Buffings, Polishings
- ✓ Dead Watch Batteries
- ✓ Carpet



SHR

Your #1 Source for Success!

☎ (407) 413-3332
🌐 www.shrefining.com
🌐 www.gotgoldnow.com
📍 8297 Champions Gate Blvd. #312,
Champions Gate, FL - 33896.



BUFKOR **vassi**[®]
design group
THE ARTISTIC SIDE OF sigmaQ

FIXTURES • DISPLAYS • PACKAGING

Jenn Beagle

Regional Sales Manager

1955 Lakeway Dr. Ste 210

Lewisville, TX 75057

M. 945.270.5920

jdb@vassiglobal.com

Bufkor.com



**ALLISON
KAUFMAN**
Company

Bill Harrison
Regional Sales Manager

662.574.2467

billharrison@allisonkaufman.com

A Full Service Trade Shop
Serving Alabama Jewelers Since 1946



Pickens, Inc.

Walter H. Pickens, Jr.

President

480 East Paces Ferry Road, NE

Atlanta, GA 30305

Phone: 404-237-7885

Toll-Free: 800-776-8925

Fax: 404-231-0858

E-Mail: Walter@pickensinc.com

*Color
makes us
happy!*



DMK

D M KORDANSKY

<https://www.dmkordansky.com>

Proud supporters of the
Alabama Jewelers Association



*Your trusted partners,
offering diamonds of all
sizes and shapes,
findings and tools.*

Since 1980

770.934.0360 1.800.282.8285

Sales@namanodiamonds.com

Info@Sefindings.com

www.Namanoinc.com

www.Sefindings.com

Samuel Spil Co.
Since 1961

Your Point Price Leader

1-800-438-1714

Lindas@samuelspil.com www.SamuelSpil.com

RJO

Beverly Goddard

Royal Chain Group /
Charles Garnier / Wilkerson
Mondrian Collection

(662) 416-2146

Beverlygoddard@bellsouth.net



Premium Wholesale

MIKE COMBS, OWNER

-One stop for delivery goods
-All essentials in stock
-Mined & lab available

PHONE: 404.386.1430
EMAIL: LL505@AOL.COM



SpeedWIRE

Revolutionizing Laser Welding

Improve Speed and Accuracy



Precision Controlled Laser
Welding Wire Dispenser.
Available in Preloaded Disposable
or Reloadable Models.

www.speedjeweler.com
1.866.999.5395



Join us.

RESOURCES ▪ REPRESENTATION ▪ RECOGNITION



Become a Jewelers of America member today
at jewelers.org/join or call 800.223.0673.

jewelers.org



Start-to-Finish®

DIAMOND LINK BRACELETS

RENEE SINGER, PRESIDENT

P.O. Box 43843, Birmingham, AL 35243

www.start-to-finishbracelets.com

email: start2fin@aol.com

phone: 205-967-3035

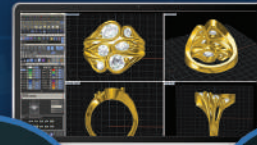
AASH, LLC

(404) 402-2500
3300 Buckeye Rd, Ste 303
Atlanta, GA 30341

ADAM SCHAPER
AASHJEWELRY@GMAIL.COM

STAR GEMS IS ONE OF THE NATION'S LEADING CUSTOM DESIGN MANUFACTURERS

Make sure you never miss a sale as our abilities allow
endless possibilities



ACCELERATE GROWTH

Our expertise in
Google Ads will bring
you to new heights

EXPAND YOUR REACH

Personalize & optimize
customer interactions
with TextMeChat

CRAFTING WEBSITES AS UNIQUE AS YOUR JEWELRY

Leverage our expertise to amplify visibility and drive engagement.



ANISH DESAI
PRESIDENT AND CEO



ROHAN DESAI
SALES & MARKETING DIRECTOR



3850 Holcomb Bridge Rd. Suite #205, Norcross, GA 30092 | (770) 394 6727 www.stargems.com
sales@stargems.com

JIS 
SPRING

FROM OUR

SHOW FLOOR

TO YOUR

STORE

MARCH 9-11, 2025

MIAMI BEACH CONVENTION CENTER | MIAMI BEACH, FL

SHOP. DISCOVER. CONNECT.

LEARN MORE at JISSPRING2025.COM/AJA

#JISSHOW



BOOTH BY
RX

Cindy & Rhett Hartzog

Southern Jewelers Services

For All Your Repair Needs



7018 Gadsden Highway
Suite 108
Trussville, Alabama 35173

205-908-2530

Quality Work - Fast Service - Fair Prices

MERCURY RING



Ateet Shah
President
www.mercuryring.com
ateetshah@ud-ny.com
D: 212.457.2407 M: 206.455.5196

MERCURY RING



Harsh Jain
Vice President - Sales
www.mercuryring.com
harsh.jain@ud-ny.com
D: 646.757.3266 M: 347.239.0855



www.Equitydiamondbrokers.com

info@edb-inc.com

592 Fifth Avenue, 4th Floor,
New York, N. Y. 10036

9563 Montgomery Rd.
Suite 103, Cincinnati, OH, 45242

Office: 800-367-9213/
513-793-4760

THE EDGE[®]

A Complete Solution for Jewelry Store Management
Providing the Tools & Knowledge to Build a Better Business



**Point of Sale
Management Tools**



**Integrated
Partners**



**Build a Dynamic
Inventory**



**Manage Store
Services**



**Actionable
Reports**



**Nurture Customer
Relationships**



1-855-TRY-EDGE | sales@ajsllc.com | www.theedgeforjewelers.com



FORGET ME NOT



Alexandrite, Emerald, Ruby
& Sapphire



NEW- Our unique
finished collection



Lab Grown/Synthetic
Color Gemstones



Opal, Spinel, Tanzanite
& Tourmaline



Amethyst, Aqua, Garnet
& Topaz



800.262.8436

DarlingImports.com



NATIONAL RARITIES

TRUSTED ESTATE BUYERS

A PARTNERSHIP THAT PAYS

HOST A BUYING EVENT

Join the 300+ retail partners nationwide
hosting lucrative buying events!



GENERATE
REVENUE



FREE
ADVERTISING



INCREASE
FOOT TRAFFIC



10%
COMMISSION

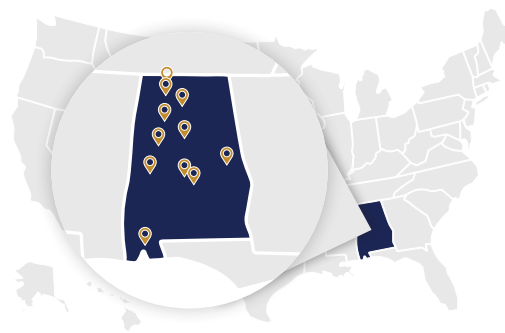


NO RISK.
FULL REWARD.

What are you waiting for?

BOOK YOUR IN-STORE EVENT TODAY!

Visit NationalRarities.com or contact
Tyler.Schaefering@NationalRarities.com
to get started.



Convert more leads to clients, *faster* with an AI Employee.

Save time with an AI Employee that:

- Qualifies leads in every language
- Automates missed call follow-ups
- Responds to leads in under 30 seconds so leads stay with you



Chat with your new AI Sales Assistant.

podium.com/jewelry



Podium



- FOUNDED IN 1979
- COMPLETE IN-HOUSE MANUFACTURING IN THE HEART OF THE DOWNTOWN JEWELRY DISTRICT, LOS ANGELES
- SPECIALIZING IN CUSTOM DESIGNS & SPECIAL ORDERS

VIKEN'S JEWELRY | 610 SOUTH BROADWAY #508 | LOS ANGELES, CA 90014

213.623.2003
800.548.1130
VIKENS.COM



GLOBAL
LIQUIDATORS.NET

SHOP ONLINE

For Next Day Shipping in Alabama



WWW.GLOBALLIQUIDATORS.NET

Your local Alabama Family owned and operated

Jewelry Wholesale

Frank, Eric, & David Jones
135 Riverchase Pkwy East
Hoover, AL 35244
205-682-0072



GEORGIA CARBON
DIAMONDS

Hank Blain
404-955-4435

team@georgiacarbon.com | www.georgiacarbon.com | 770-255-1777

2025 ALABAMA JEWELERS ASSOCIATION CONVENTION REGISTRATION FORM

Featuring Jewelers of America Learning Workshop

Renaissance Montgomery Hotel and Spa, Montgomery, Alabama

Friday- Sunday, April 25-27, 2025

Room Reservation: www.alabamajewelers.us Or (334)481-5000 Code AJA

Special Convention Room Rate starting at \$212 (**Room Block Ends April 1, 2025**)

Name _____ Spouse or Guest(s) _____

Company _____

Phone _____ Mobile _____

Address _____ City _____

State _____ Zip _____ Email _____

(Please fill-in all information for our files)

Convention Registration Options - Educational Classes offered by Jewelers of America

OPTION 1: \$200

Includes:

Breakfast Saturday/Sunday
Hospitality Friday/Saturday Night
Saturday & Sunday Education Classes
Saturday Night Dinner/Entertainment
Past President Luncheon Sunday
Swag Bag & Door Prizes

_____ @ \$200 = \$ _____

OPTION 2: \$90

Includes:

Saturday Night Dinner/Entertainment
Swag Bag

_____ @ \$90 = \$ _____

OPTION 3: \$75

Includes:

Sunday Education Classes
Past President Luncheon
Swag Bag & Door Prizes

_____ @ \$75 = \$ _____

Navy

AJA 20oz Straight Tumbler



_____ @ \$20 = \$ _____

Dark Grey

AJA 20oz Straight Tumbler



_____ @ \$20 = \$ _____

**Last Day to
Order AJA Tumblers
will be April 9.**

PAYMENT:

_____ **Check Enclosed**

_____ **Online Invoice**

Alabama Jewelers Association 2802 Lurleen B Wallace Blvd., Northport, AL 35476 (205)526-5710

Alabamajewelers@icloud.com www.alabamajewelers.org

2025 Alabama Jewelers Association Jewelry Design Competition
Renaissance Montgomery Hotel and Spa - Montgomery, Alabama
Sunday, April 27th, 2025
Entry Form



Registration Fee \$25.00 per design, per category
Jewelers may submit one design per category in the competition.
Deadline for entries – Tuesday, April 22, 2025

*****Please advise AJA about your entry before Tuesday, April 22, 2025*****
*****Must have entries at the Design Competition Desk with display at 8:30am on April 27*****

Designer Name _____ Store Name _____

Email _____ Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Number of Years at the Bench _____

Select Your Category (based on cost of materials only – NOT the retail value of the finished item)

1) \$1,000 & Under ____ 2) \$1,001 to \$3,000 ____ 3) \$3,001 & Over ____

Entry #1 – Total Cost of Materials \$ _____

Detailed Description of Piece *Required* (if possible, include a sketch or photo) _____

Entry #2 – Total Cost of Materials \$ _____

Detailed Description of Piece *Required* (if possible, include a sketch or photo) _____

Entry #3 – Total Cost of Materials \$ _____

Detailed Description of Piece *Required* (if possible, include a sketch or photo) _____

Please contact Anna Alexander about your entry: Call (256) 227-1469 or email anna@hobbsjewelers.com

****PAYMENT FOR ENTRY IS DUE BEFORE DESIGN COMPETITION BEGINS****

For Office Use Only:

Paid Date: _____ **Paid Via:** Check _____ Cash _____ Credit Card _____

Payment Accepted By: _____

ITEM DROP OFF BY: _____ **ITEM PICK UP BY:** _____



Alabama Jewelers Association Scholarship Requirements and Application

Requirements for AJA Scholarship Applicants and Recipients:

- The AJA Scholarship applicants and recipient(s) must be at least 18 years old (or older) before the first day of the Annual Spring Convention.
- Each applicant and recipient must be currently in the jewelry industry in some form before the date of application submission and must have at least one (1) year of experience in the jewelry industry
- By accepting this Scholarship, the Recipient has agreed to attend a qualifying jewelry program
- Application and Recipients must be a member of AJA and current with yearly dues. (Applicant may be employed by a company that is a current member of AJA).
- Application must be sent in with one (1) letter of recommendation for applicant
- Applications are due by March 31, 2025

Upon receipt of this scholarship, recipient has six weeks to enroll in a course at Gemological Institute of America (GIA), New Approach Jewelry School or American Gem Society (AGS Course). Upon enrollment a scholarship check will be sent to one of the above-mentioned courses.

Alabama Jewelers Association will award two (2) scholarships in the amount of \$500 each.

Send Scholarship Application and Letter of Recommendation to:

alabamajewelers@icloud.com

Scholarship Application



Full Legal Name: _____

Employer Name: _____

Employer Address: _____

City _____ State _____ Zip Code _____

Email: _____

Years in Jewelry Industry: _____ Current Position: _____

In a few short sentences, please tell us what Jewelry Experience you currently have, include how many years you have been in the jewelry industry:

In a few short sentences, please explain why you would like to receive a scholarship, including what you will do with the scholarship if received:

Alabama Jewelers Association ♦ 2802 Lurleen B Wallace Blvd., Northport, AL 35476 ♦ (205)526-5710

alabamajewelers@icloud.com ♦ www.alabamajewelers.org





2802 Lurleen B Wallace Blvd.
Northport, AL 35476

Prsrt Std
US Postage
PAID
Montgomery, AL
Permit No. 432

LEVYS

FINE JEWELRY

SINCE 1922

Buying Estates Daily

*Memo Available to
Rated Accounts*

DOWNTOWN BIRMINGHAM • 205-251-3381
WWW.LEVYSFINEJEWELRY.COM

