Alabama Jewelers Association

99th Annual Convention

April 21-23 Montgomery, AL

2023
Winter Edition

Almost There!



Countdown to the 100th Anniversary



Alabama Jewelers Association

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

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AGA President's Message

We are all very excited to welcome in a new year and look forward to being back in our great state's capital city of Montgomery for the 2023 Annual Convention.

As we pivot into a new year, Alabama Jewelers Association emphasis will be on equipping the associations members, building stronger leaders, and constructing better team members.

We have continual education events scheduled for Saturday and Sunday sponsored by Alabama Jewelers Association, Jewelers of America and Jewelers Mutual Group!

I would like to express my gratitude to the entire AJA Board of Directors, our wonderful Executive Director, the Advertisers, Sponsors, and all who work so diligently to make this organization a success.

I look forward to our time together and that we gain knowledge in our evolving industry.



Warmest regards, M. Ryan Snuggs AJA President



President
Ryan Snuggs
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Birmingham, AL



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13 Tips for Keeping Your Jewelry Inventory Safe on the Road

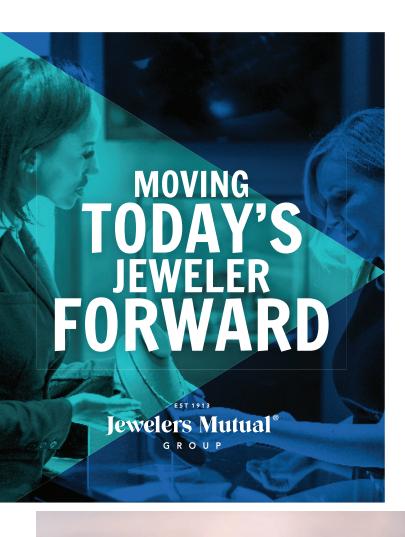
When travelling with a sizable amount of inventory, you are without the typical safeguards you may be used to in your store. There is no ultra-durable safe or vault to store merchandise, no video surveillance system to keep an eye on suspicious activity, and no alarm to alert you of danger. What is most troubling, however, is you are in a completely different location and may not be as aware of your surroundings.

Criminals are aware of all these factors. They see this lack of security as the perfect opportunity to strike—especially when you are traveling by car. Before heading out on the road, review these tips to keep you and your inventory safe and secure.

- 1. Plan your route before hitting the road.
- 2. Carry a charged cell phone with you at all times preprogrammed with emergency telephone numbers.
- 3. Always remain alert to your surroundings!
- 4. Never leave jewelry in an unattended vehicle. If you must leave your car—to pay for fuel, eat a meal, visit a customer, etc., —take the jewelry with you.
- 5. When you are in the vehicle, **store merchandise in the trunk,** rather than on the car seat.
- 6. Before driving, **inspect your car for obvious signs of tampering.** Criminals will puncture tires, cut radiator hoses, and attempt to cause other mechanical issues to slow you down so they can commit a robbery as you examine a breakdown in the middle of your route.
- 7. **Utilize evasive driving techniques** when leaving a show or sales call: drive slowly, change lanes frequently, take an indirect route.
- 8. If you think someone is following you, don't hesitate to dial 911.
- 9. Load and unload inventory as close as possible to a well-lit front entrance.

- 10. Avoid isolated parking lots and multi-level garages as they allow too many hiding places for criminals.
- 11. Before returning to your vehicle, exchange phone numbers with the person you were just visiting and ask them to watch as you safely return to your vehicle with your line that way they can immediately call police if you are ambushed or alert you if someone is following you after departing. If attending a show, ask a security guard to accompany you to your vehicle.
- 12. **Keep your jewelry in a security box or safe** if staying overnight in a hotel.
- 13. **Don't forget to check your insurance coverage**. It's important to know exactly what your insurance does and doesn't cover before hitting the road. Make sure you are working with an agent who is an expert in Jewelers Block coverage policies. These insurance specialists will make sure your business has enough coverage to protect your inventory along with your business's personal property. Find a Jewelers Mutual Group agent online.

For more guidance on measures you can take to keep your inventory safe and secure, visit Risk Services. Risk Services is a division of Jewelers Mutual Group dedicated to providing loss prevention education and solutions to the entire jewelry industry.





Since 1913, Jewelers Mutual® Group has been committed to your success. That's why we developed a suite of solutions that streamline and grow your business, turning complexity into simplicity.



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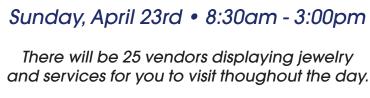
Tiffany and her team make my job so much easier with my all of my social platforms. These guys are top notch and always willing to help!

— Anna Alexander, Hobb's Jewelers

Call or email today to find out more and get started!



Discovery Tables at the Convention



Come shop with your Alabama Sales Reps.

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









99th Annual Convention Schedule

APRIL 21-23, 2023

RENAISSANCE MONTGOMERY HOTEL AND SPA | 201 TALLAPOOSA ST. MONTGOMERY, ALABAMA 36104

	FRIDAY, APRIL 21	ti .					
5:00 - 10:30PM	Hospitality Suite Open	10th Floor Room #1027					
	Pick up your Informational packets, eat, drink, and get to know your fellow jewelers!						
6:30 - 10:00AM	Breakfast Buffet						
9:30 - 10:00AM	Registration						
10:00AM	Welcome to the Multifaceted Learning Workshop Regina Ciarleglio						
10:05 – 10:30AM	Simple Solutions to Increase Success	Alabama Ballroom A & B					
10:30 – 11:30AM	Insurance for Jewelry Businesses 101 Presented by John Fierst, Jewelers Mutual® Group	Alabama Ballroom A & B					
11:30 - 12:00PM	Managing Google Reviews - Presented by Kenect	Alabama Ballroom A & B					
12:00 - 12:45PM	Lunch	Alabama Ballroom A & B					
12:45 – 1:15PM	Jewelry Trends / Amanda's Style File Presented by Amanda Gizzi, Jewelers of America	Alabama Ballroom A & B					
1:15 - 2:30PM	Solutions to Unlock Efficiencies and Focus on Customer Relat						
	Presented by Nabil Abdallah, Jewelers Mutual® Group						
2:30 – 3:00PM	Processing Sales / CC Fraud - Presented by Chosen Payments						
3:00 – 3:30PM	Round table discussions and Prizes						
5:00 – 6:30PM	Hospitality Suite Open Pick up your Informational packets, eat, drink, and get to know you						
6:30 - 7:00PM	Presidents Cocktail Reception	Alabama Ballroom C, D, & E					
7:00 - 8:00PM	Dinner	Alabama Ballroom C, D, & E					
8:00 - 9:30PM	Comedian/Magician Brian Reaves						
9:30 - 10:30PM	Hospitality Suite Open	10th Floor Room #1027					
	SUNDAY, APRIL 23						
6:30 - 10:00AM	Breakfast	The House Restaurant					
8:00 - 8:30AM	Discovery Tables & Jewelry Design Contest Setup	Alabama Ballroom A					
8:30 - 9:30AM	Registration & Light Breakfast	Alabama Ballroom A					
8:30 - 3:00PM	Discovery Tables Open	Alabama Ballroom A					
9:30 – 10:30AM	Body Language, Influence and Outcomes:	Alabama Ballroom A & B					
10:30 - 11:00AM	Break						
11:00 – 12:00PM	Keeping Jewelry Businesses Safe and Secure John Fierst, Jewelers Mutual® Group	Alabama Ballroom A & B					
12:00 - 12:30PM	Break						
12:30 - 2:00PM	Past Presidents Luncheon	Alabama Ballroom C, D, & E					
	Jewelry Design Contest & Lifetime Awards						
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

Multifaceted Learning Workshop 2023









SIMPLE SOLUTIONS FOR INCREASING SUCCESS

Presented by: Regina Ciarleglio, Jewelers of America

SATURDAY, APRIL 22 | 10:00AM

Jewelers of America (JA) is the national trade association for businesses serving the fine jewelry marketplace. As a membership organization, JA aims to enhance consumer confidence in the jewelry industry and support the growth of its members through Recognition, Representation and Resources. Within each of these areas are simple solutions built to increase success for retail jewelers. Regina will walk attendees through these solutions and ensure you leave more knowledgeable and profitable.

SOLUTIONS TO UNLOCK EFFICIENCIES AND FOCUS ON CUSTOMER RELATIONSHIPS

SATURDAY, APRIL 22 | 10:30AM

Presented by: Nabil Abdallah, Jewelers Mutual® Group

For over a century, Jewelers Mutual® Group has been committed to jeweler success. And we've learned a lot in all those years about what jewelers need. Jewelers most often want to know how to get more done and earn more without expanding business hours or spending more.

And while we may not be able to give you more hours in your business day, we have identified opportunities to do

more and earn more without additional spending. In this session, you will learn how to tackle these challenges with solutions that:

- Decrease time spent on operational tasks
- Increase average sales value and bottom-line growth
- Build long-term customer relationships.

MANAGING GOOGLE REVIEWS

SATURDAY, APRIL 22 | 11:30AM

Presented by: Kenect

Google reviews are an important part of a company's online footprint. Managing Google Reviews can be nightmare. Join Kenect as they provide solutions to enhancing your online reputation through Google Reviews.

JEWELRY TRENDS / AMANDA'S STYLE FILE

Presented by: Amanda Gizzi, Jewelers of America

SATURDAY, APRIL 22 | 12:45PM

Amanda Gizzi is a nationally recognized spokesperson for the jewelry industry. She is the author of Amanda's Style File on National Jeweler where she uncovers the top jewelry styles throughout the year. Join Amanda as she uncovers the jewelry trends that will bring consumers through the door in 2023. This is one session you won't want to miss!

INSURANCE FOR JEWELRY BUSINESSES 101

Presented by: John Fierst, Jewelers Mutual® Group

Having insurance for your jewelry business is essential. However, there is much to consider when purchasing insurance based on the uniqueness of your business - a failure to secure the proper coverage could leave you vulnerable and spell disaster for your business. In this session, you will learn about:

- Coverage types, limits, and deductibles
- Core policy types available in the market and why they are important including Jewelers Block, Businessowners/ General Liability and Commercial Umbrella Liability

SATURDAY, APRIL 22 | 1:15PM

- The Underwriting process to include pre-requisites for getting a policy and the basics on policy pricing
- Importance of working with an agent who has expertise in the jewelry industry
- How technology is facilitating an enhanced customer experience

PROCESSING SALES AND MITIGATING CREDIT CARD FRAUD

SATURDAY, APRIL 22 | 2:30PM

Presented by: Chosen Payments

With credit card purchases being a dominate form of payment, processing and mitigating credit card fraud is more important than ever. Join Chosen Payments as they discuss the technology and systems that can help protect your business.

2023 Convention Speakers



Kate Peterson — PERFORMANCE CONCEPTS, INC.

Kate Peterson is the President of Performance Concepts, Inc., a company dedicated to providing innovative and effective consultation in the areas of organizational design and development, communication, retail operations, human resource management, sales and consumer behavior, and training and education focused on the learning needs of the luxury Industries.

SUNDAY, APRIL 23 | 9:30AM

TOPIC - Body Language, Influence and Outcomes: Non-verbal Communication and Professional Success

Our bodies can change our minds... our minds can change our behavior... and our behavior changes our outcomes. Whether in sales or in management, your success often depends on your ability to inspire and positively impact people. While what you say needs to be credible and convincing, it's important to note that the people you're hoping to influence

will be subliminally evaluating your credibility, confidence, empathy, and trustworthiness by watching as well as by listening.

Body language can define the way people see you, and more importantly, the way people respond to you. Studies have proven that nonverbal communication can carry between 65% and 93% more impact

than actual words spoken. Used strategically, effective body language can emphasize your message and make it resonate with your audience. In this session, we will discuss the significance of body language in different situations, and we'll share 'pro tips' on how to make the most of the nonverbal signals you send.



John Fierst— JEWELERS MUTUAL® GROUP

John Fierst has been the Vice President of Commercial Lines, at Jewelers Mutual Group since 2016. In his role to strengthen the commercial lines products, he oversees underwriting functions while working to improve segmentation, refine underwriting process and ensure the integration of loss prevention initiatives into Jewelers Mutual's sales and underwriting practices.

SUNDAY, APRIL 23 | 11:00AM

TOPIC - Keeping Jewelry Businesses Safe and Secure

As criminal activity targeting the jewelry industry continues to escalate, it is critical for jewelers to be vigilant and aware of ways to keep themselves safe and secure - Partner for Protection has never been more relevant! Spend time in this session hearing the latest about crimes affecting the industry and what you can do to protect yourself.

In this session, you will learn:

- Practical ways to avoid costly losses
- Loss mitigation best practices and what might be considered the "gold standard" when it comes to security
- Common sense approaches to keeping your staff, customers, and property safe and secure



Saturday Night Entertainment "Brian Reaves"

Brian Reaves' mix of magic and message has made him popular with audiences throughout the Southeastern US for over 20 years! Brian is the five-time Birmingham Magician of the Year and an internationally recognized Close-Up Champion. His show will be amazing!



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 recieve 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 cost \$1,000 & Under
- o CATEGORY 2: Materials cost between
 - \$1,001 & \$3,000
- o CATEGORY 3: Materials cost \$3,001 & Over
- o CATEGORY CAD/CDM: Materials cost may vary
- 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 26 of this Newsletter.















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The 2023 Scholarship Program

Applications are due Wednesday, March 29, 2023

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 23rd, 2023 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 27 of this Newsletter.





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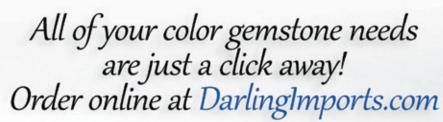


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GN Diamond - Michael Greene

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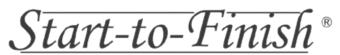


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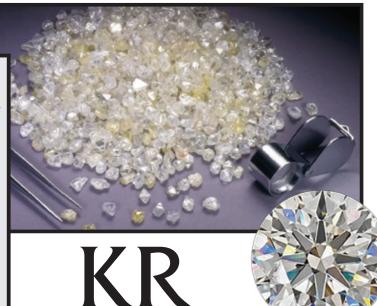
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Renaissance Montgomery Hotel and Spa, Montgomery, Alabama Friday - Sunday, April 21 - 23, 2023

Room Reservation: www.alabamajewelers.us or (205) 972-1141 Code AJA

Special Convention Room Rate starting at \$179. Room Block Ends March 20, 2023

Name		Spouse or Guest(s)		
Company				
Phone		Mobile		
Address		City		
		Email		
(Please fill-in <u>all</u> information for our file	es)			
	n Classes offered by J	EGISTRATION OPTIONS ewelers of America and Jewelers Mutual Group ered by Alabama Jewelers Association		
OPTION 1: \$180 Includes: Breakfast Saturday/Sund Hospitality Friday/Saturd Saturday Education Cla Saturday Light Lunch Swag Bag & Door Prizes Saturday Night Dinner/E Sunday Education Class Past President Luncheor #@ \$180 = \$ OPTION 3: \$50 Includes: Saturday Education Cla	ay Night sses (10AM-3PM) ntertainment es n	OPTION 2: \$90 Includes: Saturday Night Dinner/Entertainment Swag Bag #@ \$90 = \$ OPTION 4: \$50 Includes: Sunday Education Classes		
Saturday Light Lunch Swag Bag & Door Prizes #@ \$50 = \$		Past President Luncheon Swag Bag & Door Prizes #@ \$50 = \$		
	Children (Ages 2-12)			
	Full Weekend #	@\$80 = \$		
Additional Guest(s)(Please add Additional Guest on PAYMENT: CHECK ENCLOSED		of paper)or CREDIT CARD: Visa MC AMEX		
Name on Credit Card		Card #		
(Please Print Legibly) Billing Zip CodeSe	ecurity Code	Exp. Date		

Alabama Jewelers Association 2802 Lurleen B. Wallace Blvd., Northport, AL 35476 205-526-5710 alabamajewelers@icloud.com www.alabamajewelers.us



2023-2024 Calendar of Events

Atlanta Jewelry Show

Atlanta, GA

Saturday, March 11th & Sunday, March 12th

Alabama Jewelers Association Yearbook Deadline

Friday, March 29th

IJO

Orlando, FL

Saturday, March 4th - Tuesday, March 7th

JIS Spring

Miami Beach, FL

Sunday, March 26th - Tuesday, March 28th

Room Block Deadline

at Renaissance Hotel Montgomery for AJA Annual Convention Thursday, March 20th

Alabama Jewelers Association Scholarship

Application Deadline Thursday, March 29th

Alabama Jewelers Association

Design Competition Registration Deadline

Tuesday, March 29th

2023 AJA Annual Convention

Montgomery, AL

Friday, April 21st – Sunday, April 23rd

Luxury by invitation only

Las Vegas, NV

Wednesday, May 31 & Thursday, June 1

JCK and Luxury for all buyers

Las Vegas, NV

Friday, June 2 - Monday, June 5

Alabama Jewelers Association Summer Newsletter Deadline

Thursday, June 30th

IJC

Cleveland, OH

Saturday, August 5 - Monday, August 8th

RJC

Philadelphia, PA Saturday, July 29 – Monday, July 31

Atlanta Jewelry Show

Atlanta, GA

Saturday, August 26th & Sunday, August 27th

Alabama Jewelers Association

Saltwater 2023

Orange Beach, AL Thursday, September 28th – Sunday, October 1st

JIS Fall

Miami, FL

Friday, October 13th - Monday, October 16th



100th Annual Convention

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



Redefining Innovation

When it comes to quality, we set the standard for jewelry products. Offering a wide variety from jewelry alloys to karated grain, cadmium-free solders to sheet & plate, wire & sizing stock to bullion, our products can be found in the largest jewelry manufacturing facilities around the world.

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800.999.FINE UnitedPMR.com





2023 ALABAMA JEWELERS ASSOCIATION Jewelry Design Competition Entry Form

Renaissance Montgomery Hotel and Spa, Montgomery, Alabama Sunday, April 23, 2023

ENTRY FORM

Registration Fee \$25.00 per design, per category - Waived for 1st time entry Jewelers may submit one design per category in the competition.

Deadline for entries - Tuesday, April 18th, 2023

Please advise AJA about your entry before Tuesday, April 18, 2023

Must have entries at the Design Competition Desk with display at 8:30AM on April 23

_		Store Name		
Email				
Address				
City				
Phone	Fax	Number of Ye	ars on the	Bench
Based (SELECT YOUR on <u>cost of materials only</u> - <u>NO</u>		ished item)	
1) \$1,000 & Under	_ 2) \$1,001 to \$3,000	3) \$3,001 & Over_	4) (CAD/CAM
Category #1 - Total Cost of M Detailed Description of Piece		de a sketch or photo)		
Category #2 - Total Cost of M Detailed Description of Piece		de a sketch or photo)		
Category #3 - Total Cost of M Detailed Description of Piece		de a sketch or photo)		
Category #4 CAD/CAM – Toto Detailed Description of Piece		de a sketch or photo)		
	Please contact Anna Ale Call (256) 227-1469 or emai ENT FOR ENTRY IS DUE BEFO	l anna@hobbsjewelers.	com	*
Paid Date:		Paid Via: Check	Cash	Credit Card
Payment Accecpted By:				

Alabama Jewelers Association ▼2802 Lurleen B. Wallace Blvd., Northport, AL 35476 ▼205-526-5710 alabamajewelers@icloud.com ▼ www.alabamajewelers.us



2023 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 the applicant.
- Applications are due by March 29, 2023.

Upon receipt of this scholarship, recipient has 6 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.

<u>SEND SCHOLARSHIP APPLICATION AND LETTER OF RECOMMENDATION TO:</u> alabamajewelers@icloud.com

SCHOLARSHIP APPLICATION:

Full Legal Name			
Employer Name			
Employer Address			
City			
Email			
Number of Years on the Bench			
In a few short sentences, please tell you have been in the jewelry indust	ry:		have, include how many years
In a few short sentences, please exp do with the scholarship if received:	olain why you woul	d like to receive a schol	arship, including what you will

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