

AJA Newsletter



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Newsletter
with your
staff.

April / May 2012

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**Mark Your Calendar
For AJA's
75th Anniversary
August 11-12, 2012**

*Celebrating
75 Years*



Established
in 1937

*Doubletree Hotel - Little Rock, AR
Don't miss this milestone celebration for
the Arkansas Jewelers Association.*

Book your hotel room **today** - special
rates will be available for the dates of
August 9 to August 12.

Doubletree Hotel #501-372-4371

Plan **now** for the **2012 AJA
C.A.R.A.T. Award Design Competition.**
The awards ceremony will be held during the
Saturday evening dinner on **August 11.**
(Entry forms can be found on pages 23 & 23.)

Educational seminars for
Bench and Sales Management will
take place on Sunday, **August 12.**
Speakers to be announced soon.

Registration Forms for the
75th Anniversary Convention will
be sent out mid-June 2012.

Look for this form in your email inbox.

Arkansas Jewelers Association

205 Main St - Crossett, AR 71635-2924

arkjlrassn@aol.com

www.arkansasjewelers.com

AJA's 75th Anniversary

All AJA Membership Stores will receive a 75th Anniversary ribbon.

Celebrate with a ribbon cutting on August 8, 2012 in your store. Invite your customers to participate in this milestone event. This is a great opportunity to promote your AJA membership. Contact your local newspaper or news stations to record this event.

Mark this date & start publicizing this event!
Watch for more details to come regarding this event!



InStore's Work Smart Tips

Build a discount into your prices.

WHY? Jewelry is one of those businesses where everyone expects a deal, says sales guru Jeffrey Gitomer.

HOW? Include a small margin you can give away. Consider it a marketing strategy.

SOURCE: Jeffrey Gitomer

Talk to customers from the "Point of YOU."

WHY? Customers don't care about you or your products, says SMART Show keynote speaker Jim Ackerman. They care about themselves and the people they're giving your jewelry to. When you speak to them from the "point of you," you'll always be in "benefit language" ... the language of WIIFM (What's In It For Me).

HOW? Speaking from the point of you is easy. Just start your sentences with the word "You" or "Your", or with a verb. For example, "Your wife will think you're incredible." "Enjoy the lasting benefits of an heirloom treasure." "You will be the belle of the ball." "Your friends will turn green with envy when they see this emerald." Sound cheesy? Maybe. But it resonates. And that is where jewelry-buying decisions are made.

SOURCE: Jim Ackerman

Always greet customers first.

WHY? It's amazing how often you can go into a store — any store — walk around, touch things, look at prices, and walk out. All without anyone saying anything to you.

HOW? Make it a game, says Jeffrey Gitomer, keynote speaker at the upcoming SMART Jewelry Show Chicago. If a customer says "hello" first, you lose.

SOURCE: Jeffrey Gitomer

It's that time of year again to submit your vote for the AJA Retailer of the Year and the AJA Traveler of the Year. This year's nomination forms can be found on pages 9 & 10.

- It's Not Too Late -

A special "Thank You" to all the stores that have renewed their 2012 AJA membership. It is not too late to mail your check and completed membership form for this year. The application can be found on page 6.



Time is quickly approaching for the 2012 AJA C.A.R.A.T. Awards. The entry deadline is August 3, 2012. This year's entry form is on pages 7 & 8. Questions can be forwarded by email to David Holloway at hollowaydesigns@gmail.com

The 75th AJA Anniversary Convention will acknowledge the following three founding Arkansas Jewelry Stores:

Lauray's

Mark Fleischner
(Established in 1924)

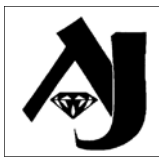
Denman's Jewelers

Bill Denman
(Established in 1934)

Stanley's Jewelers & Gemologist

Loyd Stanley
(Established in 1937)

Please join us to acknowledge these three stores during our 75th Anniversary celebration.



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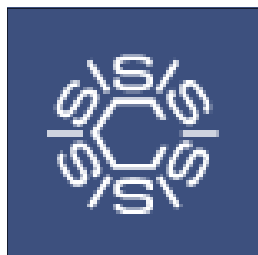
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2012 AJA Membership Application

Membership Calendar Year is **Sept 1 to August 31**

Membership with JA is not a requirement. AJA appreciates your support.

Arkansas Jewelers Association

205 Main St
Crossett, AR 71635-2924

Arkjlrassn@aol.com
www.arkansasjewelers.com

Please contact us with any questions.

Membership Category

- Student under 25 - \$20.00/year
- Sales Associate / Bench Jeweler - \$20.00/year
- 1 Store - \$95.00/year
- 2 Stores - \$145.00/year
- 3 Stores - \$195.00/year
- Sustaining - \$200.00/year
- Life - \$2,000.00 per Retail Store
- Benefactor - \$5,000.00 Retail Store
- Gift Donation - \$ _____

I would like to learn more about volunteering at AJA in the following areas:

- _____ Membership
- _____ Programs
- _____ Fundraising
- _____ Other Areas:

NOTE: Donations & membership dues are tax-deductible to the extent allowed by law. Charitable donations are tax deductible only if you are able to itemize your deductions.

Circle one: New Membership Renewal Membership

Today's Date: _____

Member Name: _____

Title: _____

Store Name: _____

Address: _____

City/State/Zip: _____

Email: _____

Website: _____

Telephone: _____

Fax: _____

_____ **New members** please initial here to give permission to publish name, address, phone number & email addresses in the AJA Directory and website.

Please include the names & email addresses of your staff members, if you would like them to receive copies of all AJA correspondence & newsletters.

Staff Member Name

Staff Member Email Address

Payment Details

Arkansas Jewelers Association
ATTN: Membership
205 Main Street
Crossett, AR 71635-2924

Please remit payment & completed application by mail to the address and fax or email application to:
Fax # 281-298-1732, arkjlrassn@aol.com



Arkansas Jewelers Association

C.A.R.A.T.

CREATIVE ACHIEVEMENT RECOGNIZING ARKANSAS TALENT



Legal:

By signing the entry form, entrants agree to abide by the rules of the AJA C.A.R.A.T. Awards competition and the final decision of the judges. In submitting an entry for consideration, entrants agree to hold the AJA, its officers and directors, its staff and employees, its advertising and publicity agencies, and its members harmless from all claims, litigation and other legal proceedings. The entrants understand that AJA will be responsible only for the replacement value of the material and labor, payable in the event of a loss or theft of any entry while in the possession of AJA. The entrant understands that AJA insures the entry against loss, damage or theft, whether occasioned by negligence or not. Entrants also understand that AJA will take every reasonable precaution to ensure the safety and security of jewelry and gemstones submitted for judging.

The deadline for entry is August 3, 2012. Entries that arrive after the entry deadline will not be accepted unless prior arrangements have been made. Entries that do not meet these rules of entry will be disqualified. Disqualified entries will be returned to the entrant without being judged. If an entry is received that has been damaged during shipping, the entrant will be called immediately and the entry will be shipped back to entrant for repair and resubmission. AJA is not responsible for entries that are damaged during the shipping process. If this occurs, please contact your shipper. AJA reserves the right to photograph all gemstones and jewelry submitted for judging in the competition for promotional use without payment or royalty to the entrant for such use.

Stone Info:

Entrants agree to clearly indicate, to the best of their knowledge, gemstone enhancement information for all gemstones or gemstone jewelry entered in the competition. Gemstones so commonly enhanced that they are considered ubiquitous in the trade (such as the heating of ruby or sapphire) will be assumed to be treated, unless otherwise noted by the entrant. If the entry form indicates an untreated gemstone where this is rare or unusual, the entry must be accompanied by a laboratory report verifying this. **No synthetic stones.**

C.A.R.A.T. Designs:

All jewelry designs must be original and must have been executed since the last C.A.R.A.T Awards competition in August 2011.

All designs will be judged on

- Overall Design
- Marketability
- Quality of manufacture
- Craftsmanship

The decision of the judges is final.

Craftsmanship Award:

All Craftsmanship pieces **must** be original designs created and crafted by the person whose name appears as the designer on the entry form. Craftsmanship is voted on by the craftsmen of the pieces at the AJA convention, each craftsman is given one vote, and may vote for any piece other than the one they made.

Design Award:

Each entry must include an original rendering or concept drawing, size 8.5"x11".

Convention Choice:

The Convention Choice will be voted on at the 2012 AJA Convention, with each store receiving 2 votes.

**Please call AJA at 972-743-5406
with any questions.**



Jeweler of the Year

Nominations Due by June 1, 2012

The Arkansas Jewelers Association is currently accepting nominations for the 2012 Jeweler of the Year. The criteria for this honor are listed below. If you are aware of a deserving member individual, now is the time to submit his or her name for consideration. **Only two votes per traveler & AJA member store are allowed.**

Jeweler of the Year is conferred to an individual for a significant contribution to the retail and jewelry community in Arkansas. The nominees should have made significant contributions to the jewelry industry through service, industry, and charitable organizations.

RETAILER NOMINATION: _____

Store Name _____

Address _____

Phone _____ FAX _____

Email _____

Why do you feel this nominee is deserving of AJA Jeweler of the Year?

Submitted by _____ Phone _____

Please note only two votes per traveler & AJA member store are allowed. The AJA Board of Directors retains the right to make the final decision.

Please fax completed forms to: 281-298-1732



Traveler of the Year

Nominations Due by June 1, 2012

The Arkansas Jewelers Association is currently accepting nominations for the 2012 Traveler of the Year. The criteria for this honor are listed below. If you are aware of a deserving member individual, now is the time to submit his or her name for consideration. **Only two store employees per AJA member store may submit a travel nomination form.**

Retailer of the Year is conferred to an individual for a significant contribution to the retail and jewelry community in Arkansas. The nominees should have made significant contributions to the jewelry industry through service, industry, and charitable organizations.

TRAVELER NOMINATION: _____

Company Name _____

Address _____

Phone _____ FAX _____

Email _____

Why do you feel this nominee is deserving of AJA Traveler of the Year?

Submitted by _____ Phone _____

*Please note that only two store employees per AJA member store may submit a travel nomination form.
The AJA Board of Directors retains the right to make the final decision.*

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	92% (88%+ Purity)	1-99 tr. oz.
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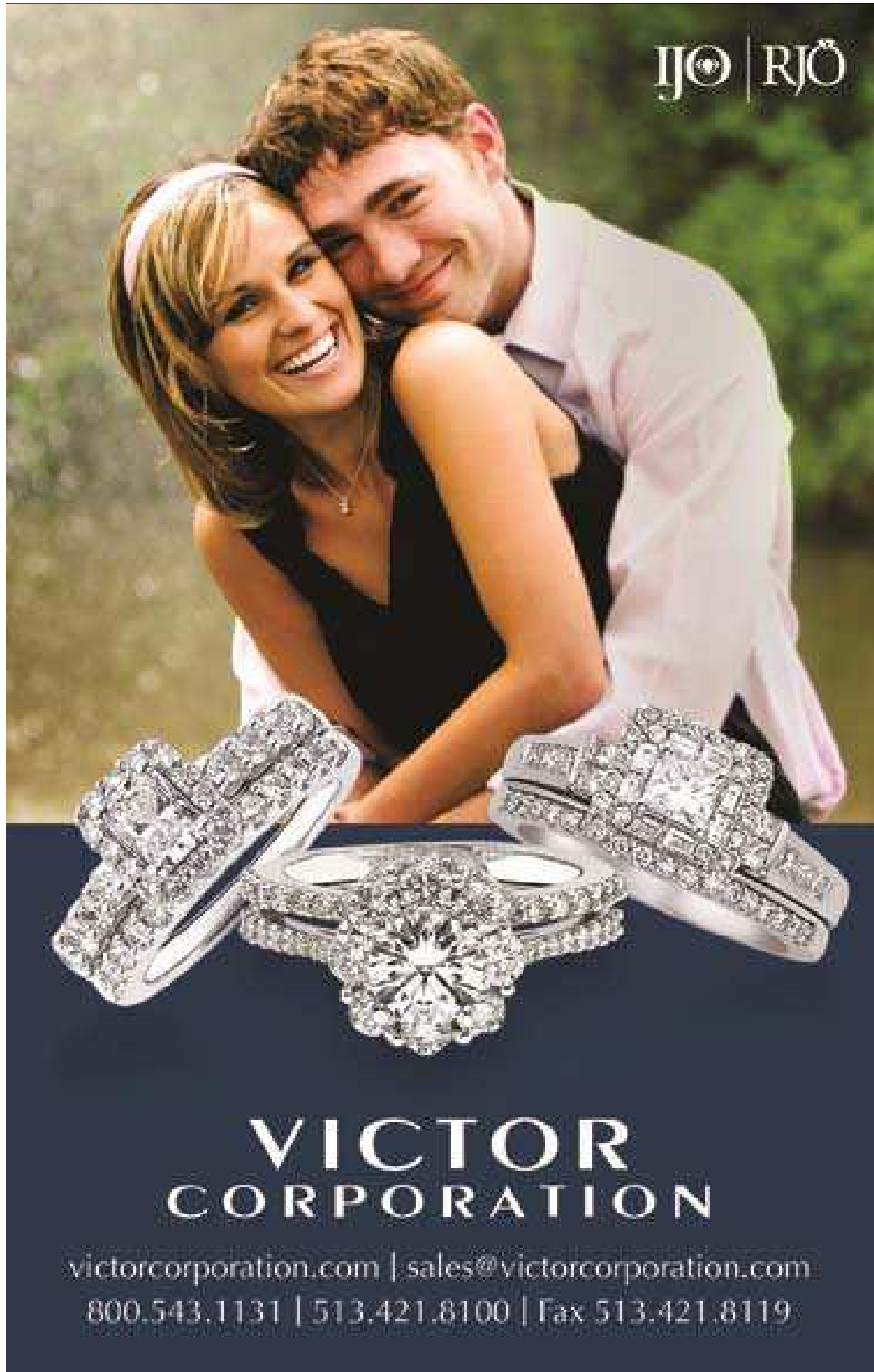
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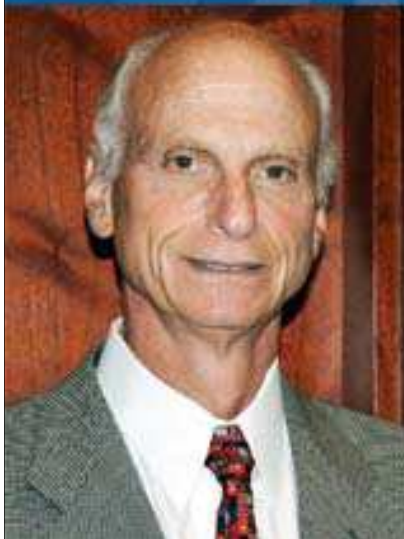
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