



# Official Newsletter of the Arkansas Jewelers Association

APRIL 2015

## Special Points of Interest

- 2015 AJA Convention
- 2015 AJA Sponsors
- 2015 AJA C.A.R.A.T. Competition Forms

## Save the Date



### 2015 AJA CONVENTION

**August 7-9, 2015  
Hot Springs, AR  
Arlington Hotel**

**Special Thanks  
to all paid  
AJA Members.  
We greatly  
appreciate  
your support.**

Arkansas Jewelers  
Association  
2111 East Settlers Blvd.  
The Woodlands, TX  
www.arkansasjewelers.com  
arkjlrassn@aol.com  
972-743-5406



Like AJA's Facebook page &  
stay up-to-date on industry  
news and information.



## Mark the Date

### **2015 AJA Convention**

**August 7-9, 2015 - Hot Springs, AR  
Arlington Hotel - \$97 Hotel Rooms  
To receive this discounted room rate,  
please make your reservations today!**



### 2015 AJA Convention Presentations & Speakers

#### *"The Newest Technology"*

Jeff Brooks & Aaron Rodden  
*Brooks Fine Jewelry*

#### *"Jewelry Design"*

Christo Kiffer, Award Winning Designer  
*Sissy's Log Cabin*

### **2015 AJA C.A.R.A.T. Award** *Competition Forms Are Now Available!*

New categories have been added to the C.A.R.A.T. Awards.  
Details and competition forms are included in this newsletter.

### 2015 AJA Sponsors

**Clockwork Insurance Services  
United Precious Metal Refinery**

**AJA Travelers  
Rubin's Gem & Jewelry**

*The Arkansas Jewelers Association  
is grateful for the continued support  
from our sponsoring vendors.  
When given a choice please pur-  
chase from a firm that supports AJA.*

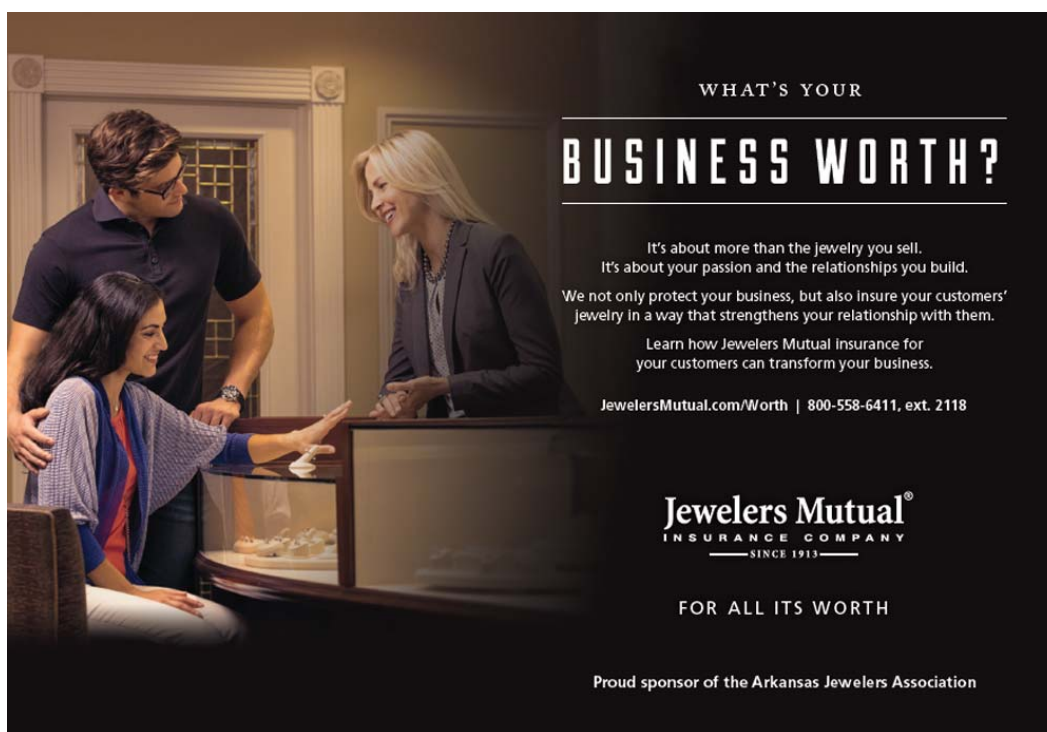
## Seeing Clearly: Surveillance Tips from Jewelers Mutual

Today, many jewelry businesses are equipped with a video surveillance system. If your business has one, have you considered whether it's performing as effectively as possible? As with all security equipment, the proper operation and maintenance of a video surveillance system are crucial and a key part of your security plan.

Keep these tips from [Jewelers Mutual](#) in mind to ensure the best configuration, operation, and upkeep of your video surveillance system.

- Develop a written procedure for the operation of your surveillance system, and make sure all staff members are informed of the procedures.
- Assign one or more trusted employees with the daily task of checking the surveillance system to ensure it is operating properly.
- The system should be in operation 24 hours a day, 7 days a week.
- All surveillance footage and still images should be retained for at least four weeks.
- The interior of the premises is a logical choice for cameras, but don't forget about the exterior. Cameras should be placed at all entrances and in the parking areas.
- Consider 360 degree "casino view" cameras in the safe/vault area(s), private showing rooms/offices, and shipping/receiving areas.
- Your surveillance system should include a mix of clearly visible cameras as well as concealed cameras.
- Make sure cameras are positioned to capture images of faces, not the tops of heads. Having clear footage of a suspected criminal's face is needed to assist with apprehension and conviction.
- Place signage on your door indicating that the premises are under surveillance 24 hours per day. Simply having such signage can be a crime deterrent!
- Secure your recording device in a concealed area, and consider having a backup of the footage off site. If the recorder is stolen, you will still have access to your footage. Another option is having two recorders – one in an obvious place, and one in a concealed area. Criminals will take the one in plain sight, not knowing there is a concealed backup.
- Consider obtaining a very high quality photograph of the faces of those who enter your store or view items in a private showing room. This can be done covertly or in an obvious fashion. Having high quality images will assist the police in the identification and apprehension of any individuals who perpetrate a crime against your store.

Take a few minutes today to test whether your surveillance is helping you see clearly. For useful Tips of the Week, loss prevention tips and coverage information, visit [JewelersMutual.com](#) or call 800-558-6411 to find an agent in your area.



WHAT'S YOUR  
**BUSINESS WORTH?**

It's about more than the jewelry you sell.  
It's about your passion and the relationships you build.

We not only protect your business, but also insure your customers' jewelry in a way that strengthens your relationship with them.

Learn how Jewelers Mutual insurance for your customers can transform your business.

[JewelersMutual.com/Worth](#) | 800-558-6411, ext. 2118

**Jewelers Mutual**<sup>®</sup>  
INSURANCE COMPANY  
— SINCE 1913 —

FOR ALL ITS WORTH

Proud sponsor of the Arkansas Jewelers Association

# 2015 AJA Sponsor

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**AJA is excited to announce our  
2015 CARAT Award competition!**

Attached are the **2015 AJA CARAT Award**  
rules and entry forms.

**We invite you to submit your jewelry designs and:**

- ***get recognized*** within the jewelry industry  
for your creativity & hard work
  - ***show-off*** your awards to friends,  
family, co-workers & customers
- let your store customers know ***you make***
  - ***award winning custom jewelry***

**New Awards added this year include:**

- Best New Designer
- Best Bridal Design
- Best Men's Jewelry Design
- Best Silver Jewelry Design

The attached forms include a complete list of award categories,  
contest rules & regulations, deadlines, and entry forms.

\$55 Entry Fee for each Piece

*We look forward to seeing you at the  
2015 AJA Convention in Hot Springs, August 7-9.*

*Please forward this information to your designers  
and get them involved.*

Thank you for your participation!

*AJA Board of Directors*

Janisue Rigel - **Executive Director**

[arkjlrassn@aol.com](mailto:arkjlrassn@aol.com) 972-743-5406



# 2015 AJA C.A.R.A.T. Awards

*Creative Achievement Recognizing Arkansas Talent*

## Information Sheet

### CATEGORIES & AWARDS

- **Category 1** Up to \$1,000 your net cost
- **Category 2** \$1,001 to \$5,000 your net cost
- **Category 3** Your net cost above \$5,000
- **Design Award**
- **Best New Designer**
- **Best Bridal Design**
- **Best Men's Jewelry Design**
- **Best Silver Jewelry Design**
- **Convention Choice Award**
- **Craftsmanship Award**



### JUDGING

Entries are judged on:

- design originality
- practicality
- marketability
- quality of craftsmanship

*Craftsmanship Award* entries are judged on:

- finish/polish
- setting technique
- complexity
- attention to detail

Convention attendees judge entries for the *Convention Choice Award*. Convention attending **registered designers** will judge for the *Craftsmanship Award*.

### CONTEST RULES & REGULATIONS

1. Jewelry designers must be AJA members or work for a jewelry store that is a member of AJA.
2. Entries created by more than one designer are allowed. All persons contributing to the creation of the design must be listed on the entry form. The award goes to the designer(s), not the store.
3. No limit on the number of entries per designer.
4. The designer(s) or a representative from the store must be registered and attend the AJA Convention & Awards Dinner.
5. Entered pieces cannot have been entered in past AJA competitions.
6. The design must be original and wearable. No preformed castings, except minor findings such as heads and clasps.
7. Only precious metal and natural and created gemstones may be used. No imitation stones.
8. Designs manufactured out-of-state are not eligible for *Craftsmanship Award*. All other pieces entered are eligible.
9. All categories, except *Design Award*, must submit actual jewelry.
10. *Design Award* entries may be hand-drawn, painting, computer rendered, or photos.
11. All entries are eligible for the *Convention Choice Award*.
12. *Craftsmanship Voting Registration Form* must be submitted by **August 3, 2015** to register designers to be judges of the *Craftsmanship Award*.
13. A *Silver Jewelry Design* entry piece may consist of other precious metals; 80% of piece must be silver.
14. Entries eligible for *Best Bridal Design* must be an engagement ring. Including a matching wedding band is optional.
15. Entries must be at the address below no later than **July 30, 2015**. Please ship your jewelry entries insured. You may also hand deliver your entries.
16. **Include a digital image of your entry** on CD in the package delivered to Don Overstreet and email a copy to **jbellows@txun.net**
17. Your jewelry will be fully insured from the time it arrives until you sign for it at the convention or until it arrives (COD, registered mail) at your return address afterward.
18. All entries **must** include a **completed entry form** and a **check** made payable to **AJA**
19. *Design Award* entrees have a \$20 application fee.
20. There is a \$55 application fee for each entry piece.
21. A first and second place award is awarded in each of Category 1, 2 and 3. Other awards have only a first place award.

SUBMIT  
YOUR  
ENTRIES TO

**Don Overstreet**  
c/o Overstreet's Jewelry Inc.  
103 NE 2nd Street  
Bentonville, AR 72712

Phone: 479-273-5424  
Fax: 479-271-0560  
Email: don@overstreetsjewelry.com



# 2015 AJA C.A.R.A.T. Awards

*Creative Achievement Recognizing Arkansas Talent*

## Contest Entry Form

Name of Designer(s) \_\_\_\_\_

Occupation \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Store/Office Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Manufacturer & Craftsman \_\_\_\_\_

*Entries must be received no later than Thursday, July 30, 2015*

*There is a \$55 application fee for each entry. Make check payable to AJA*

**Description:** Metals – quality, weight; Gemstones – size, carat, weight, shape, color; Extra features.

Value \_\_\_\_\_

Your Cost \_\_\_\_\_

*Check all that apply:*

Category 1

Category 2

Category 3

Bridal Design

Men's Jewelry Design

Silver Jewelry Design

This is the first year the above designer(s) have entered the C.A.R.A.T. Awards

Design was manufactured out-of-state

I, the undersigned do hereby certify that the design is original and complies with the 2015 AJA C.A.R.A.T. Award Contest Rules & Regulations located on the Information Sheet. I also certify the design was crafted by the manufacturer/craftsman listed above. I also understand that a designer or a representative from the store must be registered and attend the AJA Convention & Awards Dinner, for this entry to be accepted.

Signature \_\_\_\_\_

Date \_\_\_\_\_

SUBMIT THIS  
FORM, IMAGES  
AND  
JEWELRY TO

**Don Overstreet**  
c/o Overstreet's Jewelry Inc.  
103 NE 2nd Street  
Bentonville, AR 72712

Phone: 479-273-5424  
Fax: 479-271-0560  
Email: don@overstreetsjewelry.com



# 2015 AJA C.A.R.A.T. Awards

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## Design Award Contest Entry Form

This is a design competition. Your design will be judged on originality, practicality, marketability, and the principles of design (balance, emphasis, movement, use of pattern/repetition, proportions, unity)

Each entry must include a rendering (hand-drawn, painting or computer generated) or a photo of a design mounted on an 8.5" x 11" poster board with this completed entry form mounted on the back.

Name of Designer(s) \_\_\_\_\_

Occupation \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Store/Office Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

*Entries must be received no later than Thursday, July 30, 2015*

*There is a \$20 application fee for each entry.*

*Make check payable to AJA*

**Description:** Metals – quality, weight; Gemstones – size, carat, weight, shape, color; Extra features.

This is the first year the above designer(s) have entered the C.A.R.A.T. Awards

I, the undersigned do hereby certify that the design is original and complies with the 2015 AJA C.A.R.A.T. Award Contest Rules & Regulations located on the Information Sheet. I also understand that the designer(s) or a representative from the company must be registered and attend the AJA Convention & Awards Dinner, Saturday night for this entry to be accepted.

Signature \_\_\_\_\_ Date \_\_\_\_\_

SUBMIT THIS  
FORM, IMAGES,  
AND POSTER  
BOARD TO

**Don Overstreet**  
**c/o Overstreet's Jewelry Inc.**  
**103 NE 2nd Street**  
**Bentonville, AR 72712**

Phone: 479-273-5424  
Fax: 479-271-0560  
Email: don@overstreetsjewelry.com



# 2015 AJA C.A.R.A.T. Awards

*Creative Achievement Recognizing Arkansas Talent*

## Craftsmanship Voting Registration Form

The *Craftsmanship Award* is judged by any jewelry designer who is a member of AJA or whose store is a member of AJA and they are listed on this form.

**Store Name** \_\_\_\_\_

**Store Address** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Email Address** \_\_\_\_\_

Please print the names of the designers that will be eligible to vote for the *Craftsmanship Award* at the AJA convention on **Saturday, August 8 from 5:30 PM to 7:30 PM at the Arlington Hotel in Hot Springs, Arkansas**. Submit this form to Don Overstreet by email, fax or mail by **August 3, 2015**.

### Eligible Jewelry Designers

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SUBMIT  
THIS  
FORM TO**

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