



# Official Newsletter of the Arkansas Jewelers Association

FEBRUARY 2015

## Special Points of Interest

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

## 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.**

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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



### 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 Student C.A.R.A.T. Award



Student C.A.R.A.T. Award information is enclosed.

Please take a copy of the entry form found in this newsletter to your local schools and get them involved. And be sure to have the form available in your store this month for students to pick up. It just may bring you a sale.

Please contact your local  
newspapers and announce the  
AJA Student C.A.R.A.T. Contest.

All renderings will be sent to:

Jeff Brooks  
1304 Oak Street - Conway, AR 72034  
P: 501-327-2686

[jeff@brooksfinejewelry.com](mailto:jeff@brooksfinejewelry.com)

**TAKE ADVANTAGE OF THIS OPPORTUNITY  
TO REACH STUDENTS AND PARENTS  
IN YOUR COMMUNITY.**

## 2015 AJA Sponsors

**Clockwork Insurance Services  
United Precious Metal Refinery**

**AJA Travelers  
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*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.*

# FEBRUARY Calendar & Manager's To-Do List

This article originally appeared in the January 2015 edition of INSTORE.

**February 1** - For an occasion that seemingly has so little to do with the refined world of jewelry, the **SUPER BOWL** gives jewelers a great chance to show off their game, at least in terms of marketing. In recent years, we've seen jewelers hold Most Valuable Proposal contests, Souper Bowl food collections, and an array of bets on the big game (Your money back if the Seahawks score on a safety, the Ravens win by 10 points, it's a shut-out ... ). If such tie-ins sound too ambitious for your market, how about a men's night with beer, cigars and lots of talk about pigskin?

**February 6** - Never been involved with **AMERICAN HEART MONTH**? Make this the year you do. National Wear Red Day is a perfect fit for a jeweler. Partner with a clothing store to stage a Red Dress fashion show, join in a community activity, host a Red Dress gala in conjunction with Valentine's Day (just remember, no mini cheeseburgers), or distribute Red Dress Pins. There are dozens more ideas for retailers here: [instr.us/1153](http://instr.us/1153).

**February 14** - Steve McNeil, owner of Diamond Designs in Marion, IL, once hired a Cupid with a bow and arrow to shoot plastic "hearts" at random people outside his store in the run-up to **VALENTINE'S DAY**. The reward, he says, was terrific. Too bold for you? Northeastern Fine Jewelry in Schenectady, NY, ties up with a fine restaurant each year to treat people who buy Valentine's gifts, while Woelk's House of Diamonds in Russell, KS, did probably our favorite all-time V-Day promotion a few years back: a Death by Chocolate event. What will you do to share the love this year?

**February 17** - Sugar, fat, flour and eggs were restricted during the ritual fasting of Lent. The result? **PAN-CAKE DAY**, aka Shrove Tuesday, on the day before the self-deprivation began. What's it mean for you? Those also happen to be the ingredients for a great store event. Today, hold a pancake tasting and watch as the aromas prompt your women customers to throw abnegation to the wind.

**February 19** - Bow down and welcome the humble sheep, because today is the beginning of the **CHINESE NEW YEAR**. Consider putting a gift voucher in a Chinese-styled red envelope and urge your customers to join in the celebrations to welcome in the Year of the Sheep, a symbol of tranquility and harmonious co-existence. After all we've been through over the last six years, that will be welcome.

**February 21** - The Chinese have a phrase that nicely sums up our modern efforts to get things done: "A hasty man drinks his tea with a fork." Our brains are designed to beautifully handle one focus at a time. They multi-task poorly. On **SINGLE TASKING DAY**, focus completely on the task at hand, then move on to the next one. You may actually get a few things done.

**February 22** - Lupita Nyong'o, Cate Blanchett and Sandra Bullock stole the show at the **ACADEMY AWARDS** last year with heavy accessory choices that anticipated trends in 2014 (headbands, opals and cluster earrings). Who will it be this year? Invite your best clients to watch the broadcast with you. They can walk the red carpet, sip cocktails and win prizes for guessing the most honorees. You can provide the fashion commentary.

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## Show your team you appreciate them more than ever today.

**WHY?** Well, you do appreciate them, don't you? Sure, it's their job and you're paying them and all, but they've got their family holiday worries just like the frantic shoppers that are popping in your door.

**HOW?** At the end of the day, take coffee orders for tomorrow morning. Leave early tomorrow morning, and on the way in, stop by your closest Starbucks — or better yet, your local beanery — and pick up your team's favorites. It's the little things that mean a lot.

**SOURCE:** INSTORE

**FUTURE JEWELRY  
DESIGNER CONTEST  
FOR KIDS**



**ARKANSAS JEWELERS ASSOCIATION**

**@ Jeff Brooks - Brooks Fine Jewelry**

**1304 Oak Street, Conway, AR 72034**

**501-327-2686**

**www.arkansasjewelers.com**

**RING DESIGN ENTRY FORM**

**Student Name:** \_\_\_\_\_

**Student Grade:** \_\_\_\_\_

**Student Address:** \_\_\_\_\_

**State:** AR

**City:** \_\_\_\_\_

**Zip Code:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

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

**School Name:** \_\_\_\_\_

**School Address:** \_\_\_\_\_

**State:** AR

**City:** \_\_\_\_\_

**Zip Code:** \_\_\_\_\_

**Identification or  
Name of  
Designed Ring:**

I, the undersigned student – entrant, understand that:

1. The AJA will not return any of the designs submitted in the Contest except the two designs submitted by the Category Winners.
2. The jewelry "RING" pieces created from the two designs of the Category Winners will be constructed of materials selected by the construction goldsmith, at his/her sole and absolute discretion. The actual materials used for the construction of the jewelry pieces for the two winning designs may or may not contain any real diamonds or precious stones and may or may not contain gold or platinum.
3. The form and format of my design should be clear and precise and contain sufficient details to be easily understood by the judges. The AJA, in its discretion, will select the judges who will have absolute discretion in judging the entries and determining the winners.

**SEND THIS DESIGN ENTRY FORM AND THE DESIGN TO:**

**IF BY US POSTAL SERVICE:** Arkansas Jewelers Association  
ATTN: Mr. Jeff Brooks  
1304 Oak Street - Conway, AR 72034

**IF BY EMAIL:** jeff@brooksfinejewelry.com

**Date:** \_\_\_\_\_

\_\_\_\_\_  
*Signature of Student – Entrant*

# 2015 AJA Sponsor

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# 2015 AJA Sponsor



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