



# Official Newsletter of the Arkansas Jewelers Association

## Mark the Date

MAY 2015

### Special Points of Interest

- 2015 AJA Convention
- 2015 AJA Sponsors
- 2015 AJA Silent Auction

## 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.

### 2015 AJA Convention

August 7-9, 2015 - Hot Springs,  
Arlington Hotel - \$97 Room Rates

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 – *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.

Invite all your designers to participate.

The 2015 C.A.R.A.T. competition forms  
were mailed & emailed to the member-  
ship. The forms can be downloaded  
from the AJA website. If you did not  
receive the forms, please contact  
Janisue. 972-743-5406

*The Arkansas Jewelers Association  
is thankful for the support from our  
sponsoring vendors. When given  
a choice please purchase from a  
firm that supports AJA.*

There is still time to become a  
2015 Sponsor. If you are inter-  
ested in being an AJA Sponsor,  
please contact Janisue Rigel.  
972-743-5406 or  
arkjlrassn@aol.com

### 2015 AJA Silent Auction

AJA will host a silent auction dur-  
ing the convention. Please con-  
sider donating items to this year's  
event. Donations can be brought  
to the event or mailed to Bob  
Herr at the following address:

Bob Herr  
c/o Sissy's Log Cabin  
1825 North Grant St  
Little Rock, AR 72207

Your donations are  
greatly appreciated.

AJA invites you to showcase  
**YOUR** store and place an ad  
in this year's AJA Directory.

Showcase your talents  
& skills to AJA Members.

\$400.00 - Full Page Color Ad

\$200.00 - Full Page B&W Ad

For additional information,  
please contact Janisue Rigel.

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

### 2015 AJA Sponsors

United Precious Metal Refining, Inc.  
Jewelers Mutual  
Clockwork Insurance Services  
Wilkerson Jewelers  
Centurion Jewelry Show

### 2015 AJA Travelers

Rubin's Gem & Jewelry  
Cedar Trading, Inc.

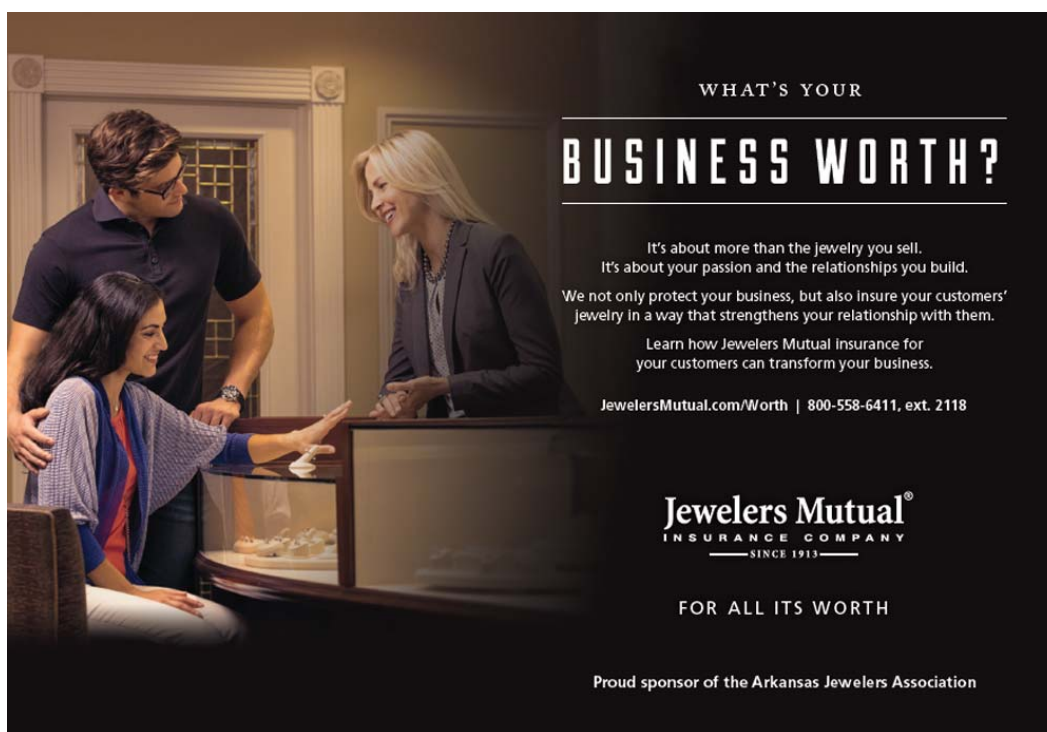
## Seeing Clearly: Surveillance Tips from Jewelers Mutual

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 Sponsorship Form

The Arkansas Jewelers Association invites YOU to become a 2015 AJA Convention Sponsor.

Please check one of the sponsorship options listed below (details are listed on the following page), complete the information form, and submit your completed application & payment to the address indicated below.

## Arkansas Jewelers Association

2111 East Settlers Way  
The Woodlands, TX 77380

Arkjlrassn@aol.com  
www.arkansasjewelers.com

Please contact us with any questions.

**Sponsorship  
Deadline  
June 1st**

Please remit payment & completed application by mail and fax to:

Arkansas Jewelers Association  
2111 East Settlers Way  
The Woodlands, TX 77380  
Fax #: 281-298-1732

- \$750 to \$999 - Silver Sponsorship
- \$1,000 to \$1,999 - Gold Sponsorship
- \$2,000 & Above - Platinum Sponsorship
- \$500 + Reception Cost - Reception Host Sponsor
- \$595 - Supporter
- \$300 - Website Advertiser
- \$125 - Company Traveler
- \$95 - Sales Rep Traveler

## Information Form

Company Name: \_\_\_\_\_

Representative's Name: \_\_\_\_\_

Address you wish published: \_\_\_\_\_

City, State & Zip Code \_\_\_\_\_

Telephone (Including Area Code) \_\_\_\_\_

Fax (Including Area Code) \_\_\_\_\_

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

Web Address: \_\_\_\_\_

Brief Description of company or you: \_\_\_\_\_

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## Ad Specifications

**Artwork:** Please submit artwork by email in one of the following file formats: **TIF, PDF, JPEG, GIF**

**Specs for Full Page Directory Ads** - 5.25" Wide x 8.25" High (Portrait View - no bleeds)

**Specs for Full Page Newsletter Ads** - 8" Wide x 10.5" High (Portrait View - no bleeds)

**Specs for Business Card Ads** - 4.5" Wide x 2.25" High (Landscape View - no bleeds)

**Website Banner Ads** - 300 pixels wide x 100 pixels tall or 4" Wide x 1.4" Tall

Ads can be prepared for you & will result in the following additional charges from printer;  
\$30 business card ad, \$55 full page ads

Artwork needs to be submitted by email to: [jbellow@txun.net](mailto:jbellow@txun.net) & [arkjlrassn@aol.com](mailto:arkjlrassn@aol.com).

*AJA is a non-profit, 501(c)3 organization. All donations are tax-deductible.*