

GJA



Fall Convention Edition

Georgia Gems

A PUBLICATION OF THE GEORGIA JEWELERS ASSOCIATION

WWW.GEORGIAJEWELERS.INFO

THE CONVENTION IS HERE.

Coming Friday,
October 2nd
through October
4th in Rome
Georgia is the
GJA Annual
Convention.



Courtyard by
Marriott Rome

BOOK NOW



Mark Butler

Mark W Butler
President

Greetings to all GJA Members!

It's almost time for our annual convention. This year we are featuring a range of speakers covering everything from local help, what to expect with crypto currency, to a full Edge workshop.

We will also be announcing scholarship and design contest winners, golfing and auctioning off items to benefit Jewelers for Children.

It'll be a fun packed weekend and we hope to see you there!

DESIGN COMPETITION

Register for our design competition taking place on Sunday, October 4th. Bring your finished piece on October 2nd to the convention to win in one of five categories plus Best of Show!



REGISTER NOW

The Annual Convention

Speakers | Education | Activities

SATURDAY OCTOBER 3

Jeff Park

Jeff is is Chief Revenue and Strategy Officer at AnywhereCommerce, where he focuses on delivery of payment hardware and software solutions across the full spectrum of how merchants get paid today — including Face to Face, eCommerce, Tap to Pay, International Payments and Crypto. With over 30 years of experience in the payments industry, Jeff has guided businesses and partners through the technology's biggest shifts, from the transition to EMV to the rise of contactless payments and, now, the growing adoption of cryptocurrency.

Chuck Frey

Chuck is the President of Jewelry Store Retirement and Transition Sales Consulting Group Charles Frey & Company, Inc., began his career in the jewelry industry almost 50 years ago as a diamond grader at the GIA Laboratory in New York City. He later became a GIA instructor in diamond grading before moving on to consultation for jewelry store going-out-of-business, moving, consolidation, stock reduction, and retirement sales.

Pam Powers-Smith

Pam is the President of the Rome Floyd Chamber of Commerce after serving several years in Alabama in a variety of roles including Chamber work, Downtown Development, Tourism and projects with Auburn University. She has served on countless nonprofit boards and stays active in professional organizations which has fostered her dedication to working with groups for the greater good for all. She has Public Relations, Political Science and Business degrees from Auburn University.

After education on Saturday - register to go play golf or explore Downtown Rome. Please reach out to Whitney Lince or Chris Spencer if you want to participate in golf on Saturday afternoon.

Thank you to our sponsors!



ACTIVITIES



Hospitality Suite

Friday & Saturday

Join us at the Hospitality Suite Friday and Saturday night for drinks and socializing



Golf

Saturday Afternoon

Reach out to Whitney Lince or Chris Spencer to register for a round of golf



Fiddlin' Fest

Saturday

Explore Downtown Rome and enjoy the 2026 Bluegrass Festival

ACTIVITIES



Cocktail Hour & Vendor Showcase

Saturday Night

Please reach out if
you would like to
plan to showcase
any items during
this the Cocktail
Hour



Dinner & Auction

Saturday Night

Join Us For
Dinner Saturday
Night where we
will have a live
and silent auction
to benefit
Jewelers for
Children and
Georgia Jewelers
Association



Poker Tournament

Saturday Night

Following
Saturday dinner,
we will host our
annual Gene
Callaway Poker
Tournament
benefiting
Jewelers for
Children in the
hospitality room

Please reach out to Christine Thornton-Randall at
thorntonsjewelry@live.com regarding auction items! We
appreciate anything you can donate to the cause!

Thank you to our sponsors!

THE EDGE[®]

by
Rebecca
JEWELLERY

CHARLES FREY
& COMPANY^{INC.}


VAHAN[®]
ALWAND VAHAN

 **Darling
Gem
Imports**

 **FANA**

SUNDAY OCTOBER 4

The Edge

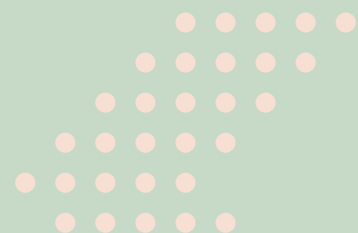
This year Georgia Jewelers Association is partnering with The Edge for the Sunday Morning Education at the convention. From **9:30am-11:30am**, Lenny Prion and Becka Johnson Kibby will be running separate sessions and you can pick which one you would like to participate in!

Lenny Prion

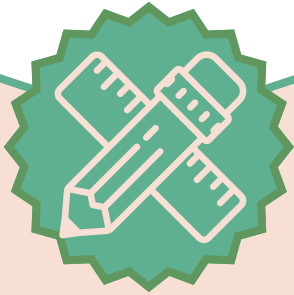
Lenny Prion is a seasoned professional with extensive experience in the retail jewelry industry. For more than 20 years, Lenny has served as Director of Operations and Education for The Edge, helping jewelry retailers improve operations, inventory management, customer engagement, and overall business performance. With more than 25 years of experience in jewelry retail software, he brings a unique combination of technical expertise and real-world retail knowledge. Lenny has trained and consulted with jewelry stores across the United States, Canada, and beyond. Over the years, he has organized and led nearly 50 highly attended regional training events and educational seminars. His combination of technical knowledge, operational experience, and passion for education has made him a respected voice within the retail jewelry community.

Becka Johnson Kirby

Becka Johnson Kibby brings more than 30 years of experience in fine jewelry retail management, training, and sales. A Graduate Gemologist (GIA), Becka has also served as an instructor at the Gemological Institute of America and was a longtime member of GIA's Program Advisory Committee. As an independent jewelry educator and consultant, Becka specializes in customized training for jewelry retailers, focusing on leadership development, retail management, sales growth, retirement planning, team performance, inventory optimization, recruiting, communication, and product expertise. Becka holds Certified Professional (CP) credentials from the Society for Human Resource Management (SHRM) and is passionate about helping jewelry store owners, managers, and sales professionals strengthen their leadership and selling skills to drive sustainable growth and increased profitability.



ACTIVITIES



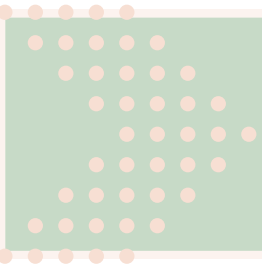
Design Competition Sunday Lunch

Enter your piece
in the design
contest to win in
one of four
categories plus
Best of Show and
People's Choice
Award!



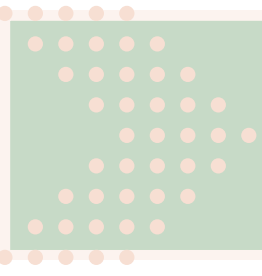
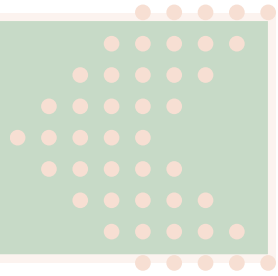
Past Presidents Lunch Sunday Lunch

Join us for our
Past Presidents
Lunch Sunday
afternoon where
we will announce
design
competition
winners and
award
scholarships.



[CLICK TO REGISTER FOR THE
CONVENTION](#)

[CLICK TO ENTER IN THE DESIGN
COMPETITION](#)



[CLICK TO BOOK YOUR HOTEL
ROOM](#)

Georgia Jewelers Association

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