



MARK YOUR CALENDAR

**“JEWELERS COMING
TOGETHER”**

**OJA / AGS ANNUAL
CONVENTION**

September 21 - 22, 2024

Saturday Night

5:30 - 7:15 pm Vendor Show
**7:30 - 11:00 Dinner, Entertainment,
Fun, Prizes, and
Networking -
Plus a special surprise !!!**

Sunday Morning

8:00 am - 12:30 pm Breakfast & Seminar

Embassy Suites Hotel NW - OKC

Phone: 405.842.6633
Rate: \$139 - \$159 (depending on room type)
Be sure to ask for the OJA Special Rate
Special Rate Cut Off Date: August 30, 2024

Registration Form Inside This Mailing

REGISTER TODAY!

Contact OJA Office @ www.ojaoffice1906@gmail.com for assistance

“SUNDAY SEMINAR”

Featured Speakers



Jonathan Farnsworth



Brecken Farnsworth

Jonathan and Brecken will be presenting an enlightening session titled "Decoding the Buyer." This discussion will delve into the crucial importance of comprehending your brand's value and the diverse array of customers you interact with. They will provide insightful analysis on the various customer personas and the unique engagement strategies for each. Furthermore, the session will highlight the evolving trends among self-purchasing women, offering a comprehensive understanding of this significant shift in consumer behavior.

Jonathan is President and second generation owner of Parle'. Jonathan has traveled to all 50 states and over a dozen countries working with clients and vendors. His travel has given him great knowledge and insight into the jewelry industry.

Brecken is Vice President and under her direction has transformed Parle' into a leading jewelry design house winning multiple JCK Jewelers Choice Awards every year since the competition began.