

WJA ANNOUNCES THE LAUNCH OF ITS FIRST CANADIAN CHAPTER, WJA TORONTO

February 7, 2024 (New York, NY) – Today, the Women’s Jewelry Association (WJA) announces the launch of its first Canadian Chapter, WJA Toronto, and the election of its 2024 Board of Directors, including Co-Presidents Alanna Campbell and Shelbey Dodds.

Last September, WJA partnered with the [Canadian Jewelry Association](#) to host its first event in Toronto at the Arcadia Studio. The response was overwhelming, with over seventy-five attendees, many of whom expressed interest in participating in chapter leadership positions. Since that time, WJA conducted interviews with potential candidates and selected Alanna and Shelbey as inaugural presidents of the new chapter for 2024.

“I’m delighted to welcome our newest WJA Toronto chapter. Our co-presidents, Alanna Campbell and Shelbey Dodds, are building a board to bring the WJA mission to the Canadian jewelry industry. We are grateful for the Canadian Jewellers Association who shared our vision and helped us last fall kick off our latest international initiative. I look forward to all that the Canadian chapter will accomplish in the many years to come,” says WJA President Susan Chandler.

Alanna Campbell is the owner of [AC Appraisals](#) providing independent jewellery appraisal services in the Ottawa, ON region and the Membership Coordinator for the Canadian Jewellers Association, the trusted voice of the Canadian jewellery industry. Starting in the industry in 2013 as a sales representative at a local fine jewellery store, Alanna quickly realized her passion for gems and jewellery and enrolled in the Graduate Gemologist program at GIA. After earning her GG in 2016, Alanna continued her studies and earned her designation as a Registered Master Valuer in 2018.

Alanna’s passion for all things sparkly has led her on an exciting career uniting this passion with her inherent skills. Having been a member of WJA since 2021 and serving as a Board member of the NYM Chapter in 2022 and 2023, Alanna is delighted to support WJA’s entry into Canada along with fellow Co-President Shelbey Dodds.

Shelbey is a jeweller based in Toronto. In 2015, she completed her BFA in Jewellery Design and Metalsmithing at NSCAD University, followed by several artist residency programs including the Harbourfront Centre (Metal) 2017. She has been awarded various grants by Arts Nova Scotia and the Ontario Arts Council, as well as having participated in exhibitions nationally and internationally.

After opening its doors late 2021, Shelbey joined the [Triocast](#) team in its infancy as casting assistant, soon making her way to lead and principal caster. In her role she has propelled Triocast into over a million dollars in sales as well as prepared curriculum and taught casting intensives, most recently in Edmonton, AB. She has since been made partner of the growing company.

WJA Toronto Co-Presidents Alanna and Shelbey are joined by fellow 2024 WJA Toronto Board Members: Sydney Abrams of [Fair Trade Jewellery Co](#) (Communications Co-VP), Gada Alejlo of [Williams Distinctive Gems](#) (Membership Co-VP), Anita Bhandari of [Aarkish Diamonds](#) (Treasurer), Sanaz Doost of [Sanaz Doost Fine Jewelry](#) (Communications Co-VP), Ari Fudim of [York International Gems Ltd](#) (Programming VP), and Ashley McFarlane of [Omi Woods](#) (Membership Co-VP).

“We are overwhelmed by the positive response following the WJA Toronto launch event that took place in September 2023. We have the support of a diverse and extremely talented board. We are incredibly fortunate to have the support of these and other volunteers to assist in bringing WJA Toronto to life,” says Alanna.

“2024 will be focused on establishing a solid foundation for WJA Toronto. We look forward to hosting a selection of WJA’s signature events as well as growing our membership,” says Shelbey.

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About the Women's Jewelry Association:

WJA's mission is to help women in the jewelry and watch industries advance and develop professionally through networking, education, and leadership development. For more information, please contact us at info@womensjewelryassociation.com.

About the Canadian Jewellers Association:

For 100 years, the CJA has been providing assistance to Canadians to ensure that they enjoy the complete jewellery shopping experience, from early ‘window shopping’ and information gathering, right through the purchase, presentation and wearing of the fine jewellery piece they select.