

2010 AGTA Board Elections

The AGTA Board of Directors holds elections on a rotating cycle in order to guarantee coherence of the Board's long-term plans.

This year three of nine Directors are to be elected to the Board of the American Gem Trade Association.

Members of the AGTA's Board whose terms of office expire in February 2010 are as follows:

Peter Bazar	Director
Sushil Goyal	Director
Glenn Lehrer	Director

Candidates for the 2009 election are as follows:

Director: (three to be elected)

Peter Bazar	Imperial-Deltah, Inc.
Sushil Goyal	Liberty Gems, Inc.
Cynthia Renee Zava	Cynthia Renee, Co.

The following AGTA Officers' and Directors' terms continue through the coming year:

Benjamin Hackman	President
Robert Bentley	Vice President
Kambiz Sabouri	Vice President
Betty Sue King	Secretary
John Bachman	Secretary
Sampat Poddar	Treasurer
Bear Williams	Director
Gerry Manning	Director
Bill Larson	Director
Ambrish Sethi	Director
Ruben Bindra	Director
Ron Ringsrud	Director

The **Nominating Committee** was chaired by Past President Barbara Lawrence. Committee Member for the 2010 nomination slate was Richard Greenwood.

About AGTA Elections

Who Can Vote in AGTA Elections?

All AGTA Firm and Charter Members **in good standing** may vote. Ballots are enclosed for those Members.

"In Good Standing":

This means those who have renewed their AGTA Membership for 2010. Members who are suspended may not vote.

For All Members' Information:

Associated Industry Professionals, Colored Diamond Suppliers, Estate Jewelers, Manufacturers, Retailers, Students and Honorary Members are ineligible to vote. However, this Election Newsletter is sent to ALL Members and applicants for Membership to keep the entire organization and prospective Members informed on the election proceedings.

Who Signs the Ballot?

Ballots MUST be signed by the designated Member of Record for each Member company. Ballots signed by persons other than the Member of Record cannot be tallied. The Member of Record for each company is the person whose name appears in the *AGTA Source Directory*, on all invoices and on AGTA correspondence.

Voting Deadline:

In order to be counted, ballots must arrive at the AGTA office in Dallas, Texas by the close of business day, **September 10, 2009**. Ballots may be faxed to 972-620-8124.

Vote Counting Procedure:

Ballots will be held, sealed in their envelopes, until they are opened and counted by the Chief Executive Officer and two AGTA Members, as directed by the AGTA Constitution. Any interested Member who wishes to observe the counting of the ballots is welcome to do so. Please contact the Chief Executive Officer for the time and location of this event. Election results will be reported to all AGTA Members shortly after the ballots are counted.

Meet Your 2010 AGTA Board in Tucson:

Newly elected Board Members will be introduced at the general membership meeting February 7, 2010 in Tucson and will take office at the Board meeting in Tucson.

Please read the following pages for each candidate's views and goals before casting your votes on the enclosed ballot.

For Director



Peter Bazar

Imperial-Deltah, Inc.
East Providence, RI

I served a three-year term as Director on the AGTA Board and am now finishing an interim one-year term on the AGTA Board. The experience has been both rewarding and frustrating. The fact that it takes a while to get up to speed and start to understand the dynamics of the AGTA Board convinced me that I should seek another term.

I feel my insight into the successes and the failures over the last four years will prove invaluable should I be privileged to serve another term.

I am President of Imperial-Deltah and in addition to serving on the AGTA Board, I also serve on the boards of the Cultured Pearl Association of America and The Plumb Club.

It is my belief that the AGTA is a unique organization which has established ethical standards for our industry. The Tucson show is the finest gem show the industry has and I am proud to serve as Co-Chairman of the Show Committee.

We are all aware that our industry is going through greater change than I have witnessed in my 30 years in this industry. I believe the AGTA must adapt to these changes. If given the opportunity to serve another three years, it is my intention to facilitate the AGTA'S mission of increased involvement among retailers and U.S. companies in the colored gemstone/pearl industry, disclosure, fair-trade and a voice to the industry.

It is the duty of a Board Member to participate in the development of policies, procedures and directives which will then be executed by the AGTA staff.

One of AGTA's greatest assets is their fine staff all of whom I have had the pleasure to work with.

I thank you for the last term and look forward to serving another.

For Director



Sushil Goyal

Liberty Gems, Inc.
New York, NY

I will be brief: with two ongoing wars, proposed increases of government debt in the trillions of dollars, daily discussions of a national health plan, and unemployment going through the roof, the last thing on peoples' minds is buying jewelry. This is reflected in a forty percent increase in jewelry store bankruptcies.

AGTA Members are in a fight for their very survival. While we all believe in the future of America – and I personally think, given pent-up demand, we may even have a great Christmas – for the near term we must shore up our defenses and become more proactive in protecting our companies. I commit to achieving the following:

A STANDARDIZED AGTA UCC FILING DOCUMENT THAT WOULD ACCOMPANY EACH OF OUR RESPECTIVE MEMO FORMS. We need greater protection from Chapter 11s. Individual UCC filings are time-consuming and indicate a lack of trust in our client. AGTA, as an organization, can insist on clients' compliance with UCC protection from bankruptcy...or no goods will be sent.

LIMITED BOOTH SHARING AMONG MEMBER FIRMS IN GOOD STANDING. Barring a reduction in booth prices, this action would go a long way to providing a breather to our struggling, smaller Members.

TIGHTER FINANCIAL CONTROLS. This could be achieved through more joint activities between AGTA and ICA/AGS/IDCA. An increased dialog between us and them would yield cross-pollination of ideas and warnings of impending risky clients. AGTA could get more exposure for less money.

A STRONGER OUTREACH TO JEWELERS TO BECOME MEMBERS OF AGTA. Our logo on their door and our disclosure statement on their wall goes a long way to reassuring jittery customers in these tumultuous times.

The next twelve months are make-or-break for many of us. Let's support an organization that will help us in our fight for not just survival but long term success.

Sushil Goyal

For Director



Cynthia Renée Zava

Cynthia Renee, Co.
Chapel Hill, NC

Firm Member since 1993

*Past Board Member serving on the Promotion Committee
Bachelor of Science in Geology, with honors thesis on a San
Diego gem mine. Additional work in two other gem mines*

My qualifications, abilities and insights are unique within the gem and jewelry industry and will be effective assisting AGTA in meeting its mission of furthering the interests of the colored gemstone & cultured pearl industries within the USA, particularly in marketing, promotion and strategic planning.

Background: When I started my company in 1990, there was also a recession. That pressure pushed me to stay disciplined, dedicated and critically analyze business data while building my business through creative, cost-effective marketing. I will bring these attributes to my work as an AGTA Board Member.

Initially, my company supplied retail jewelers with single stones; I helped jewelers plan innovative colored gemstone marketing strategies, develop techniques to train their staff to sell colored gemstones, and I promoted colored gemstones to the consumer in a manner designed to demystify while creating awe and desire. Helping retail jewelers build their colored gem businesses, built mine. I want to help *all* of us build our businesses through the creative and professional implementation of cost-effective promotional and educational programs. These programs must be tied to increase sales to AGTA Members, not just pave the way for overseas firms to harvest the fruit of our efforts.

My business evolved to include working with private gem and jewelry collectors who entrust me to make buying and design decisions. Those clients are highly discriminating, and I have earned their trust. Most of my travel has been in Sri Lanka and Thailand, though I have also sourced in Brazil, and Bolivia. I have an understanding of the high volume business having presented on-air for QVC, "Collecting Color with Cynthia Renée." I developed and formally trade-marked a system for understanding color. I also pioneered work with the "female self-purchaser" and colored gem wardrobing; was a "go to" person for

trade magazines in branding and marketing. I have attended the Tucson shows since 1985, though stopped showing in 2000 finding other means of marketing more effective. Past winner of Spectrum and Cutting Edge Awards. My husband is also an AGTA Firm Member (Zava Master-cuts) and does fine cutting from rough.

Communicator: Author of over 45 articles on marketing colored gems for "JQ Magazine," "JCK" and "Rappaport;" Contributing Editor for Rappaport's consumer magazine, "Jewelry Connoisseur" with regular "Rock Stars" column. My understanding of press and PR will be useful to the AGTA.

I have developed seminars on various aspects of colored gemstone marketing, gemstone mining, and the female self-purchaser such diverse groups as: JCK's Shows; AGS Conclaves; AGTA Tucson Gem Fair, Neiman Marcus, Nordstrom and The Golden Door Spa. Featured seminar titles in past 24 months have included: Steering Colored Gem Profit Streams; Secrets of Jewelry Stylist; Developing Collector Culture™.

This is a time of shifting boundaries: Jewelry manufacturers and stores are purchasing overseas; the consumer is purchasing directly from wholesalers. How do we all continue to thrive in this dynamic? What is AGTA's role? I don't have any quick answers. What I can promise is I am a creative problem solver – pragmatic, diligent, straight-talking - a team player while an independent thinker. I like to get things done, and I will do my best.

By-Laws of The American Gem Trade Association

Article VI: Standing Committees

Section 4 Nominating Committee/Election Process of the Board of Directors

The Nominating Committee shall consist of a Chairman who is the immediate past-president of the Board of Directors and at least three (3) Firm or Charter members, who shall be selected by the Chair. Other members may be added by as desired for geographical, categorical or other demographic balance.

- 1) Nominations Committee present the proposed slate at the June Board meeting;**
- 2) Nominees will be announced in June**
- 3) Additional nominees accepted if duly qualified (Nomination Committee or Petition)**
- 4) Ballots will be sent out in August and votes tabulated in early September;**
- 5) In September the new Directors will be announced;**
- 6) New Directors will assume their positions in February.**

By a three-fourths vote of the Board members seated and present, any name(s) submitted by the Committee may be vetoed. By a three-fourths vote of the Board members seated and present, the Board may require the Committee to submit an additional nominee in those cases where only one name was submitted.

In either such case, the Committee shall submit new and/or additional names forthwith, but not later than the first day of July so as to allow the Chief Executive Officer to prepare the mail ballot which said ballot shall be mailed to the membership no later than the 10th day of August each year.

In addition to the persons nominated in accordance with the foregoing procedure, the mail ballot shall also include the name of any person nominated by written petition signed by at least ten (10) percent of the total voting membership presented to the Chief Executive Officer no later than the first day of August.

Member signatures shall be invalid if they appear on more than one petition per officer or director position.

Mail ballots shall be returned to the AGTA office so as to be received no later than the 10th day of September. Ballots received later than said deadline shall not be counted. Ballots shall be opened and immediately tabulated by the Chief Executive Officer and at least two (2) members. The results of the vote shall be communicated by the Chief Executive Officer.

