

AMERICAN GEM TRADE ASSOCIATION

# PRISM

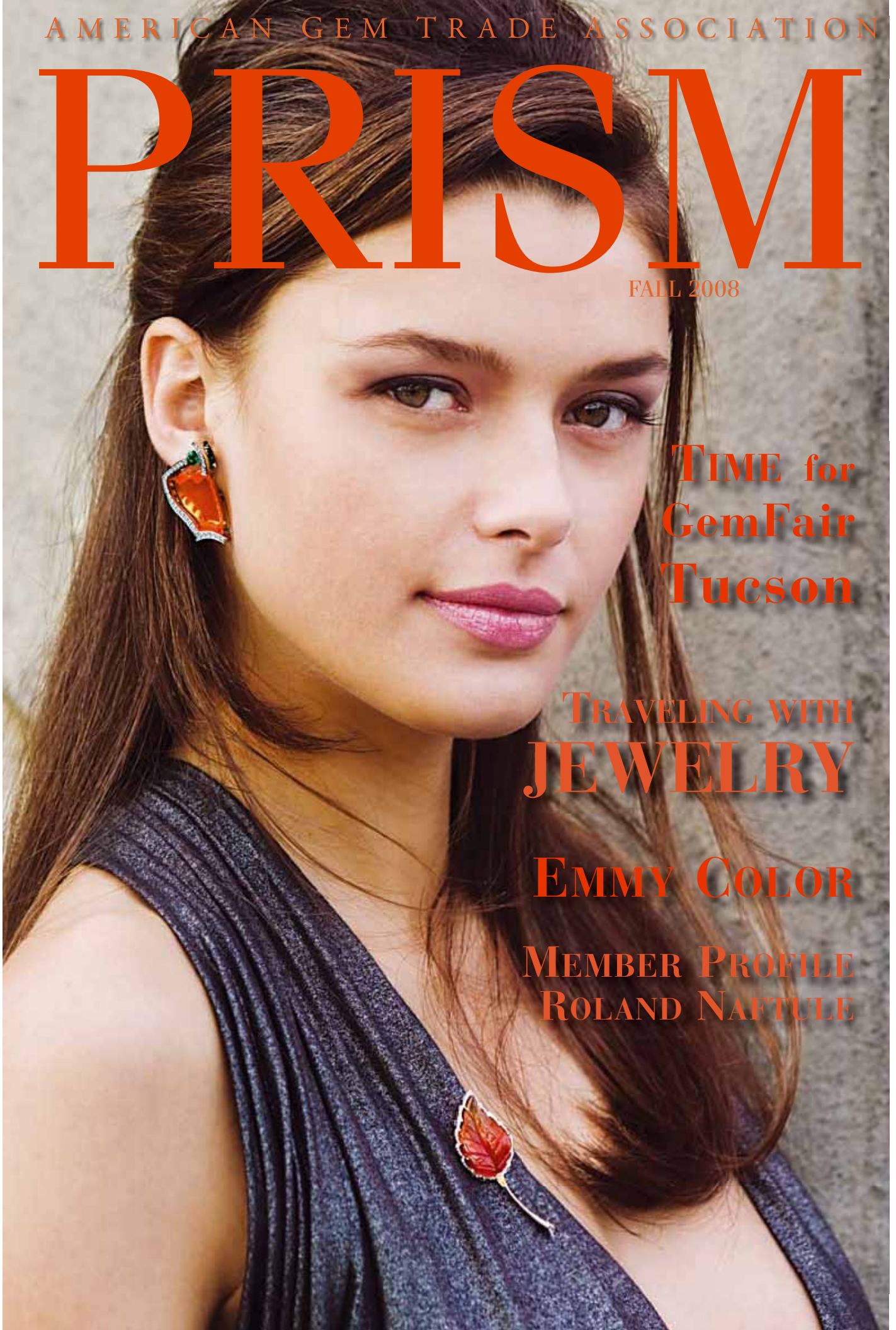
FALL 2008

TIME for  
GemFair  
Tucson

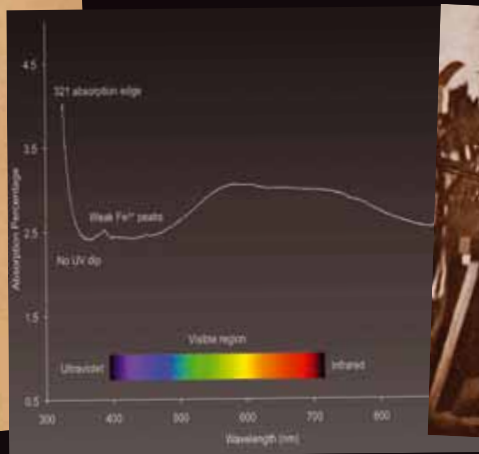
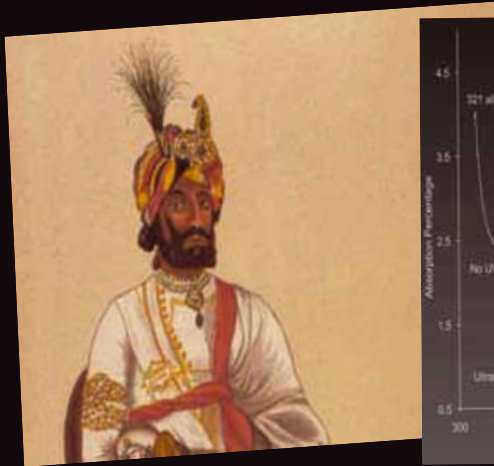
TRAVELING WITH  
JEWELRY

EMMY COLOR

MEMBER PROFILE  
ROLAND NAFTULE



# A Report with *Romance*



## The JewelFolio™ by the AGTA GTC

32 - 42 full color pages blending modern science with art and history, the JewelFolio™ is a completely new direction in gemology. Types available include:

Burmese, Kashmir and Sri Lankan Sapphire

Colombian Emerald

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# LETTER FROM THE BOARD

## On the Importance of Board Service

**There are many reasons why our Dealer Member's volunteer service as AGTA Directors is vital to insure our colored gemstone industry's prominence. Volunteerism is one measure of the health of an industry, just as it's a measure of the health of our larger society.**

As a Charter Member who's served on the Board at various intervals for the past 25 years or so, I can speak from both an historic and a current perspective.

Today, your Board operates quite differently than it did in the past. Your Board has recently returned from a 3 day Retreat, working 9 to 10 hours a day in closed session to set a course of action for AGTA's short, medium and long-term direction. Committee Chairpersons will now work with their committees to develop and implement the general directions put forward by the full Board.

Here is just a brief overview of some of these projects to develop:

- Exciting new programs to reach and recruit Retail Members in order to boost dealer Member sales through our broadening network.
- Re-engineer our website to elicit and supply important Consumer information; broaden our Consumer interactivity and inter-connectivity; to establish Chat Rooms for gemstone discussions; Q&A for consumer feedback...and so many more cyber-marketing vehicles that affirm AGTA and our dealer and retail members as the Authorities for Natural Colored Gemstones.
- Keep the AGTA GemFair™ Tucson as Tucson's premier show and encourage attendees at other shows to stay longer, with incentives to visit our show and buy from our Members.

When you, as a Member, volunteer for election to the Board, your participation in this effort is to serve the future of AGTA, with media outreach that's educational, exciting, and on the cutting-edge (double entendre noted) of our world internet marketplace.

As a very important bonus, serving on the Board of Directors is a gratifying personal and professional experience. There's real satisfaction in working with one's peers to achieve something larger than one's own individual interests. By working together with a common purpose; to educate Retailers and Consumers as to the beauty and value of natural colored gemstones, we also increase overall sales opportunities for our entire Retail and Dealer Membership.

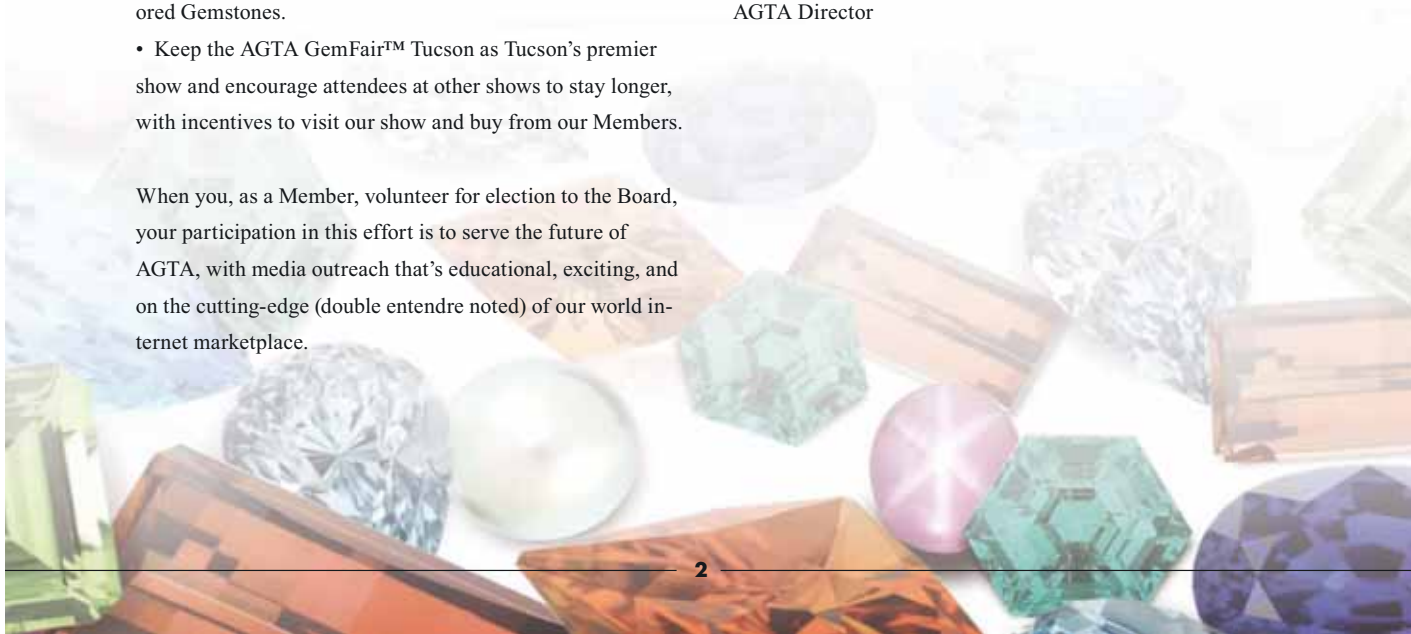
Remember: Board Members no longer absorb all out-of-pocket expenses. In the old days, we did. But now AGTA subsidizes Board member costs by defraying some travel costs.

Today, in contrast with the recent past, much of our work can be – and is – conducted through the internet and through teleconferencing. This relieves us from more travel costs throughout the year.

So, whether your interests are more technical or more marketing-oriented, whether your strengths are in financial management, in gemstone cutting, in mining, or simply in business management of the gemstone trade, the AGTA Board of Directors needs your input - to serve with us and to replace us as our terms expire. Your participation will keep us moving forward in an industry that defies inertia.

So, next time you're called upon, just say yes, "I'm willing to place my name on the ballot." ▲

Gerry Manning  
Manning International  
AGTA Director





## AMERICAN GEM TRADE ASSOCIATION MEMBERSHIP BENEFITS

The American Gem Trade Association is a not-for-profit Association of United States and Canadian gemstone professionals dedicated to promoting awareness and appreciation of natural colored gemstones and cultured pearls.

Founded in 1981, the AGTA has over 1,100 Members representing leading colored gemstone and cultured pearl wholesalers, retail jewelers, jewelry manufacturers, designers, colored diamond dealers, estate dealers and industry professionals.

AGTA Members are proud to uphold the highest ethical standards, agreeing to the Association's strict Code of Ethics, Constitution and full disclosure of gemstone enhancements.

Membership provides you with many exclusive benefits and services:

Members are eligible to exhibit in some of the most important annual events in the gemstone and jewelry industry, including AGTA GemFair™ Tucson, AGTA GemFair™ Las Vegas and JA New York Summer.

Members earn the privilege of being listed and granted four free listings in the AGTA Source Directory. This is a powerful tool that gives access to a valuable network of fellow gemstone professionals. Over 20,000 copies are distributed!

Members receive preferred pricing for services at the AGTA Gemological Testing Center and on our large variety of marketing materials.

Members stay informed about all the hot topics surrounding our industry and the AGTA with the quarterly *Prism* newsletter and weekly ePrism.

Members have access to leading industry programs. These programs include Bank of America Merchant Services, FedEx Express® Shipping, FedEx Declared Value, FedEx Kinkos, insurance programs through Association Health Programs and the Office Depot: *Taking Care of Business* program.

**The professionalism of AGTA Members continues to set them apart from the competition. ▲**

### PRISM

is distributed quarterly for American Gem Trade Association Members.

For further information, please contact:

Joshua Garcia

American Gem Trade Association

3030 LBJ Frwy., Ste. 840 Dallas, TX 75234

800-972-1162 214-742-7334 FAX

AGTA.org AddMoreColorToYourLife.com

#### On the Cover:

Spectrum Awards Fire Opal brooch by **Jeffrey Bilgore, LLC**.

Spectrum Awards Fire Opal earrings by **Costen Catbalue Goldsmiths**.

## BOARD OF DIRECTORS

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# LETTER FROM THE CEO

## Tom Lantos Block Burma Jade Act

As we enter the most critical season for sales in our industry, many of our Members, both wholesale and retail are earnestly searching for business strategies that will help them cope with an alarmingly depressed retail climate. In addition to the uncertain economic climate, we are now facing new regulatory developments which will have to be addressed in order to ensure that the industry is doing everything it can to protect the integrity of product and remain in compliance with new legislative mandates.

Chief among these new regulations was the enactment of the Tom Lantos Block Burma JADE Act (TLBBJA), which bans the import of Burmese-origin rubies and jadeite into the U.S. and requires the implementation of a verifiable system of supply chain oversight that ensures the supply of rubies and jadeite entering the U.S. is not of Burmese origin.

The AGTA, in conjunction with the Jeweler's Vigilance Committee (JVC) and the Jewelers of America (JA) have formed a task force to facilitate the distribution of information regarding the industry's responsibility under the TLBBJA and to coordinate with the various government agencies to implement a regulatory framework that will allow the free commerce of non-Burmese gemstones and to prevent the entry of Burmese goods.

This Task Force is currently working with its respective constituencies as well as other national and international stakeholders (New York Gem Dealers Association, International Colored Gemstone Association, CIBJO and others) to provide input on the components of such a framework.

Currently, the U.S. government has intro-

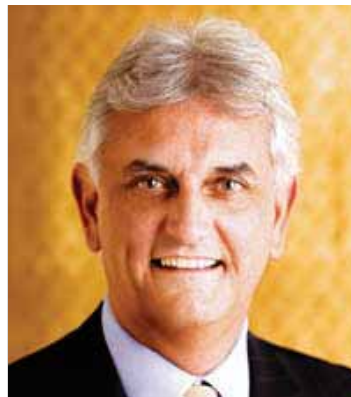
duced new tariff codes that specifically address the importation of non-Burmese goods. These codes, which constitute a certification on the part of both exporting countries and importing companies that the items being imported are not of Burmese origin. Copies of the new harmonized tariff schedule (HTS) codes are available on our website ([www.agta.org](http://www.agta.org)) and on the JVC website at [www.jvclegal.org](http://www.jvclegal.org).

The legislation additionally requires the use of exporter and importer certifications demonstrating that the goods are not of Burmese origin. Copies of both documents can be obtained from the websites noted above.

The ongoing efforts of the Task Force, in conjunction with the appropriate federal agencies, will revolve around the development and implementation of procedures that satisfy the additional requirements contained in the law. These include a system of "verifiable controls" within the exporting countries that ensures that goods, or jewelry containing them, have not originated from Burma. Other possible components of the framework will almost certainly contain provisions for government-validated certificates of origin, or government-validated warranties, attesting that the items in question did not originate from Burma. They also may include the introduction of risk-based quality control programs that enlist the use of qualified testing facilities (gemological laboratories) in both the producing countries and here in the U.S. As the specifics of this framework evolve, the AGTA will, along with our industry partners, communicate those developments to the trade.

**Ruby, even Burma ruby, is not illegal.  
New imports of Burma ruby are.**

Two very important considerations to keep in mind as we address the effects of this

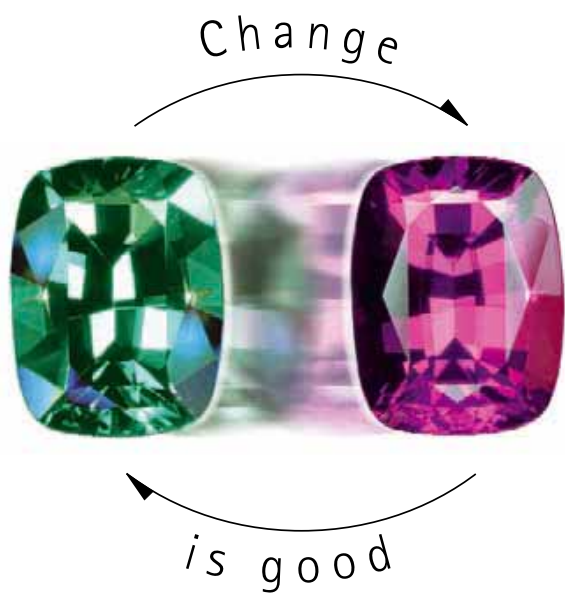


new legislation are as follows: Ruby is, and will always be, the most important red gemstone in our business. It has historical significance beyond its spectacular beauty. We must be very careful as we develop strategies to comply with the legislation that we do not destroy the market by restricting or eliminating non-Burmese ruby supplies into our country. Unquestionably, the search for new sources and the production from existing alternate supply sources will escalate.

In addition, current inventories, including rubies originating from Burma but imported into the United States prior to September 27, 2008, are not subject to the legislative provisions and are perfectly legitimate to trade. Currently, there is a sufficient amount of ruby, both of Burmese origin and from other source countries, to satisfy demand in the near future. Both wholesale dealers and retail jewelers can be comfortable and confident in the commerce of these goods.

The AGTA will continue to work diligently with its trade partners to ensure that the products they sell are in full compliance with the laws governing them and that they never lose that unique appeal that has captured people's imagination since the beginning of time. ▲

A handwritten signature in black ink, appearing to read "Tom Lantos".



Imagine the effect of a rich blue/green gem changing to a deep raspberry red. That's the dramatic appeal of rare Brazilian Alexandrite. It's like getting two stones for the price of one - what could be better than that? Available in a wide range of sizes and shapes, ABC Gems is the largest distributor of high quality yet affordable Alexandrite. So, for the customer who wants a gemstone that's out of the ordinary, suggest the chameleon of gems - Alexandrite from ABC. Because, as you know, change is good.

**ALEXANDRITE** THE COLOR CHANGE GEM

**Largest supplier of fine Brazilian Alexandrite in North America**



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from the mines

to our lapidary

to you

*It's about the color*

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# TIME FOR GEMFAIR TUCSON

## FEBRUARY 4 - 9, 2009

It's hard to believe, but it is that time of year again. With GemFair less than a few months away, preparation is in full swing. Whether you're an exhibitor or a buyer, pay special attention to the next few pages filled with what's new, special events, a timeline, reminders and marketing opportunities still available for the 2009 AGTA GemFair™ Tucson.

AGTA GemFair™ Tucson Offers You First-Rates Exhibitors. Meet the people that mean the most to your business – the world's top suppliers.

- Natural Colored Gemstone and Cultured Pearl Suppliers

- Designer Jewelry
- Estate Jewelry
- Tools and Equipment Pavilion
- Colored Diamond Pavilion
- Colored Gemstone Jewelry Manufacturers
- Industry-Related Service and Supply Companies

Shop for all your needs under one roof! All the components you need to sell color in one convenient place.

Check out [www.agta.org](http://www.agta.org) for a current list of current 2009 exhibitors and up-to-date information.

### Tucson Timeline

#### November

- 11/01 Promote GemFair on your website, invoices, advertisements and direct mail.
- 11/01 Order AGTA mailing lists for direct mail.
- 11/07 Secure travel arrangements; A6 Consultants LLC at 877-624-7225 ext. 14.
- 11/20 Reserve your spot for the Dinner Dance and Awards Gala.
- 11/21 Booth Personnel Badge Form and Booth Personnel Statement due.
- 11/21 Additional staff badge list due.

#### December

- 12/01 Order Pre-Show marketing materials.
- 12/01 Promote GemFair on your website, invoices, advertisements and direct mail.
- 12/08 Secure Show Advertising Opportunities.
- 12/08 Reserve your spot for the Coyote Classic Golf Tournament.
- 12/08 Secure Sponsorship Opportunities.
- 12/12 Roland Safe Order Form due.

#### January

- 1/02 It's not too late to order Show Marketing Materials.
- 1/07 ARI Lead Retrieval Service Form due.
- 1/09 Promote GemFair on your website, invoices, advertisements and direct mail.
- 1/13 GES Order Forms due.
- 1/14 Commonwealth Electric Forms due.
- 1/15 AGTA Dinner Dance Reservations due.

- 1/15 Purchase Coyote Classic Golf Tournament Reservations and Sponsorships to benefit Special Olympics due.
- 1/27 Brinks, Dunbar and Malca-Amit Service Requests due.

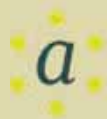
#### February

- 2/02 Coyote Classic Golf Tournament to benefit Special Olympics.
- 2/03 Badge Pick-up and Exhibitor Set-up 9:00 am – 6:00 pm.
- 2/03 – 2/09 Utilize the AGTA GTC Mobile Laboratory for Identification and Origin Reports.
- 2/04 Showtime!
- 2/05 Take advantage of the numerous educational seminars.
- 2/06 Check out the AGTA Spectrum Awards Winners in the Designer Pavilion.
- 2/07 AGTA Dinner Dance and Awards Gala.
- 2/08 Last day for GemHall II and Spectrum of Design Jewelry Pavilion
- 2/08 Annual Membership Meeting.
- 2/09 Last opportunity to purchase loose colored gemstones and cultured pearls.



# HOTEL & TRAVEL INFORMATION

**Hotels during AGTA GemFair™ Tucson are selling out and flights are filling up. Do you have all your travel plans booked for GemFair?**



**a6 consultants**

A6 Consultants LLC, the official travel agency for the 2009 AGTA GemFair™ Tucson show, has made special arrangements with many of Tucson's hotels and car rental agencies to offer GemFair participants prices below regular rates. These are some of the best hotel rates in Tucson, Arizona! The AGTA Preferred Hotels were carefully chosen to represent high standards of quality, as well as a range of facilities for budgetary considerations.

Any exhibitor or buyer can contact A6 Consultants to help with his/her hotel and travel arrangements. In addition, A6

Consultants has teamed up with some of the major airlines to offer discounted airfare, and now there are more flights to Tucson.

Most AGTA Preferred Hotels are served by free shuttle service to and from the AGTA GemFair™ at the Tucson Convention Center. Service begins at 6:30 am – 11:00 am and resumes at 3:00 pm – 8:00 pm. Schedules will be posted in the lobby of each AGTA Preferred Hotel during the show. Be sure to check with A6 Consultants to see if your hotel offers complimentary shuttle service.

The show is just around the corner, so make your travel arrangements now to take advantage of exclusive rates!

To make your travel arrangements, please contact A6 Consultants 877-624-7225 | 520-624-7225 (for those outside the U.S.)

Or log onto [www.agta.org](http://www.agta.org) and click on Trade Shows.

## SPECIAL EVENTS

**Mark your calendar for special events that shouldn't be missed!**

### **AGTA Coyote Classic Charity Golf Tournament**



Benefiting Special Olympics  
Sponsored by FedEx  
Monday, February 2, 2009  
A great day of golf and camaraderie awaits you while supporting a great cause. In 2008, AGTA raised \$20,836 for the Special Olympics. Come and play in the 13th Annual AGTA Coyote

Classic charity golf tournament at the fabulous Tucson National Golf Course. The event promises to be the best in years, so register early! The tournament format features an 1:00 pm shotgun tee-off and is open to anyone. You can register as a foursome or individual and we'll pair you up with other singles.

The tournament entry fee is \$150 per person and a foursome is \$500. Registration includes a round of golf, cart, breakfast,

lunch, beverages, golf-related gifts and assorted prizes. Sign-up for complimentary shuttle service and RSVP by calling the AGTA at 800-972-1162 or email [shows@agta.org](mailto:shows@agta.org).

### **AGTA Dinner Dance and Awards Gala**

Sponsored by Jewelers Mutual Insurance Company and the Diamond Council of America  
Saturday, February 7, 2009

Join us for the opportunity to mix and mingle with hundreds of top designers, manufacturers and retailers. This ever-popular event is open to all attendees and exhibitors. The evening starts at 7:00 pm with a cocktail reception, followed by a seated dinner. The gala will honor the winners of the 2009 AGTA Spectrum Awards™ competition. Live entertainment and fun awaits you.

Come and celebrate the 25th Anniversary of the Spectrum Awards!

Tickets are \$100 per person and cocktail attire is encouraged. RSVP by calling the AGTA at 800-972-1162 or email [shows@agta.org](mailto:shows@agta.org).

# START NOW FOR THE ULTIMATE GEMFAIR EXPERIENCE!

**Pre-Show Advertising and Promotional Opportunities-**  
Maximize your company's exposure with Pre-Show Advertising and Promotional Opportunities prior to the Show. Why not do everything you can to ensure a profitable experience?

## Mailing Lists

Direct mail is a great way to not only let the registered buyers know you're exhibiting, but it can also generate excitement and incentives to visit your booth. You must start early, so order your list today! AGTA gives you two choices:

**Complete list of U.S. and Canadian companies who attended 2008 AGTA GemFair™ Tucson:** \$250

## Custom Mailing Labels/ Business Categories:

\$110/1,000 names

Retail:	Jeweler
	Estate and Antique Jeweler
Wholesale:	Colored Diamond Dealer
	Colored Gemstone & Cultured Pearl Dealer
	Designer
	Manufacturer
Other:	Appraiser

AGTA will provide Registered Company mailing labels or provide the information on disk to the mail house of your choice.

## Web Listing Upgrade

This opportunity allows you to add your expanded company information to the standard listing provided on [www.agta.org](http://www.agta.org). This inexpensive option optimizes your visibility among the crowd and helps identify you to buyers with logo recognition.  
Web Listing Upgrade: \$150

## Pre-Show Buyer Roster

The AGTA offers GemFair exhibitors a complete Pre-Show Buyer Roster. This printed roster contains company name, main contact (one per company), address, telephone number and fax number. Contacts in the Pre-Show Buyer Roster are companies who attended the 2008 show and companies who are currently pre-registered for the 2009 show. The Buyer Roster is not available in an electronic format.

Roster: \$350

Pricing includes shipping to your company.

For further information about Promotional Opportunities and Pre-Show Advertising, please contact [info@agta.org](mailto:info@agta.org).

## SHOW & LABORATORY HOURS

**The 2009 AGTA GemFair™ Tucson takes place February 4 - 9, 2009.**

### Show Hours:

#### GemHall & Galleria:

February 4 - 8	February 9
10:00 am - 6:00 pm	10:00 am - 4:00 pm

#### GemHall II

February 4 - February 8  
9:00 am - 6:00 pm

#### Designer Pavilion:

February 4 - February 8  
10:00 am - 6:00 pm

### AGTA GTC Mobile Laboratory:

The AGTA GTC will have their mobile laboratory onsite offering a range of gemological services. Gemstone Identification Reports for all kinds of gemstones, including the identification of clarity enhancement fillers, and country-of-origin reports for ruby, sapphire and emerald will be available.

### Mobile Laboratory Hours:

February 3 - February 9  
10:00 am - 6:00 pm

*Bejeweled.  
Bedazzled.  
Be there.*

# EMMY COLOR

**Trends spotted at this year's 60th annual Primetime Emmy Awards late September single out a spectrum of bright, vivid jewel-tone gowns, and greater interest in colorful gem-set jewelry over classic white diamonds. Used both to blend and contrast with dress hues, gem-set jewelry is attracting a growing fan base as the ideal accessory to express personal style.**

Various colored gemstones were in play including many quartz and beryl variety gems; blue and fancy-colored sapphire; emerald, tanzanite, garnet, turquoise, and onyx. Even the precious metals they were set in reflected a strong desire for color, with yellow gold and blackened platinum favored. The influence of color also impacted celebrity choices in diamond jewelry, with the hottest looks in dark shades like black, cognac and chocolate.

Red carpet critics singled out few fashion "don'ts" in the crowd. But all agreed that colorful fine jewelry is a definite "do" for any formal affair. ▲

1. Christina Applegate wore standout multi-colored gemstone chandelier earrings in blackened platinum.
2. Heidi Klum in carved lavender jade and blackened platinum butterfly earrings by Lorraine Schwartz.
3. Mariska Hargitay in Fred Leighton 19th century bold gold & garnet pendant earrings.

Photos: Matthew Imaging

Colored gemstone ring by Erica Courtney

1



2



3



# TRAVELING WITH JEWELRY TIPS FOR LIFE ON THE ROAD

**As a traveling salesperson, you are among the most vulnerable members of the jewelry industry because you do not work in a permanent, secure location. There are steps you can take to improve your security and enhance your lifestyle.**

Even if you observe all of the proper behaviors to discourage robbery, you may still be confronted by an armed criminal. The best advice is to be prepared and do not resist. Remember that your line can be replaced; your life cannot.

Jewelers Mutual provides an interactive, online, security course that includes important tips to significantly reduce your travel risk. Launched in 2005, this online course was the first of its kind related to jewelry security and is free to everyone in the jewelry industry.

#### **The online course features:**

- **Eight interactive lessons about traveling with jewelry.**
- **A practice exercise at the end of each lesson.**
- **A final exam.**
- **A Certificate of Completion for each user.**

To take the course, visit [www.JMUniversity.com](http://www.JMUniversity.com). You will need to register first, although you can view the course without entering a policy number or promotional code if you are not insured with Jewelers Mutual.

To access the Danger on the Road course after logging in to [JMUniversity.com](http://JMUniversity.com), click on the course link in the My Courses tab. When you complete the course and pass the final exam (a 30-45 minute effort), you will receive a personalized Certificate of Completion. You can take the course at your own pace and revisit the site at any time. Our Selling with Security course also is available at JM University. That course is free to policyholders and costs a nominal fee to others in the jewelry industry.



#### **Remember these tips when you travel with jewelry:**

1. The best crime prevention is to remain alert to your surroundings... at all times!
2. Never leave your line in an unattended vehicle.
3. Carry a cell phone with you at all times.
4. Keep a directory, preferably attached to your sun visor, with the emergency phone numbers of local police. Contact local authorities to determine whether 911 will work from your cell phone in that area.
5. Keep your car in excellent working condition. Inspect your car every time you return to it, looking for signs of tampering. Give close attention to tail lights, tires, locks, and fluids under your car.
6. Purchase "puncture-proof" tires for your car. These tires permit you to keep driving, even when your tire has lost air, to reach a safe place.
7. When you rent a car, write down the rental car's color, make, model and license number on an index card. Keep the information in a handy place, such as in your car's



Alishan and Lydia Halebian  
photographed in their Southern  
California design studio

## Coverage you can count on.

"The investment we have in our product should be protected to give us the confidence and peace of mind to travel with it. Jewelers Mutual does just that."

## People you can count on.

"Jewelers Mutual has a very good track record for insuring jewelry businesses, and they have the best, friendliest employees."

— Alishan and Lydia Halebian  
Alishan Fine Jewelry  
Irvine, California

**Jewelers Mutual**  
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sun visor. If you feel that you are being followed, the police dispatcher will need that information.

8. When you leave a store, give the store manager your cell phone number and ask him or her to watch you leave. If the store manager sees a car follow you, he or she should call you immediately and notify the police that you may be a victim of an armed robbery.
9. Carry a line that is manageable. You must be able to carry all of it with you – in one trip – into a restaurant, hotel or jewelry store.
10. Arrange to leave your line at the last jewelry store you visit each day. This will permit you to relax for the evening. Your line does not need to be kept in the store's safe or vault. To reassure the storeowner, you can sign a Bailee Waiver that relieves the storeowner of responsibility for your line.
11. Rehearse what to say to a police dispatcher. You must be concise and specific: "I believe that I am about to be the victim of an armed robbery."
12. Keep track of your location so you can direct the police. Know the street or road names, cross streets and direction.
13. If you travel to the same destinations repeatedly, take time to find important locations, such as the police department, banks, pay-at-the-pump gas stations, drive-through restaurants, and hotels/motels.
14. Direct all business correspondence to a post office box. Never direct business correspondence to your home.
15. Establish a realistic plan for each day that you are on the road. Resist the temptation to make a few more stops. You are most vulnerable when you are overly tired.
16. Avoid becoming predictable by alternating routes and store visit times.
17. When possible, do not take your line to your home. Store it at your company, a jewelry store, or in a bank vault.

If you must take your line home, take extra precautions to reduce your risks.

18. Install an alarm system in your home. Teach all members of your family how to operate it. Test the system on a regular basis to assure that it works correctly and that all members of your residence know what to do if the alarm sounds.
19. Meet with police in your hometown. Explain your work and ask for their help. Ask them to monitor your house more closely when they drive by and to note anything unusual. Talk with them about how they would respond if your home alarm were activated. Share your "Danger on the Road" video with them. Provide them with information about Jewelers' Security Alliance, the not-for-profit organization dedicated to reducing crime against the jewelry industry.

For more information, consult the Manual of Security distributed by Jewelers' Security Alliance. The manual includes an entire section on loss prevention for traveling jewelry salespeople.

If you have any questions about how to further protect yourself from traveling risks or want to know more about our online security courses, contact Jewelers Mutual at 800-558-6411 or visit [www.jewelersmutual.com](http://www.jewelersmutual.com). ▲



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PHOTOGRAPHER: NICK KNIGHT

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# WORLD OF GEMS CONFERENCE

## “INTEGRATION OF INFORMATION”

### RUBY, EMERALD, SAPPHIRE, DIAMONDS AND PEARLS

**Chicago was the place to be in September to learn about gemological topics and how they integrate into pricing and disclosure. Each day began with a keynote address by John Koivula, author, and research scientist with the GIA. John dazzled the crowd with his internal photomicrographs of inclusions related to the topics of the day. Some program highlights follow.**

The program on alternate sources of rubies discussed the Burma embargo and what options we have for other ruby sources. Many countries produce rubies in varying qualities. Some of these include Vietnam, Cambodia, Sri Lanka, Thailand, Madagascar, Tanzania, Malawi, Afghanistan, Tajikistan, Pakistan, and the latest entry—Greenland. Identification of heat treatment of rubies involves looking for stress features or altered inclusions among other characteristics. Flux healing of fractures are characteristic of the heating of Mong Hsu rubies. Today, the issue is glass filled rubies. The lead glass is becoming a real issue and the material is not stable. It is easy to identify. The glass-filled ruby is abundant and prices for this have been as low as \$2 per carat.

Conference attendees were then treated to the many varieties of pearls including the American, Chinese freshwater, and the Sea of Cortez. Approximately two billion Chinese cultured pearls are now produced annually. Treatments of pearls today include bleaching, dying, heating, coating, and irradiation. Today, it is estimated that about 80% of all golden pearls are treated for their color and pricing is about 30% of the natural golden variety.

American sapphires are valuable and the Yogo origin commands higher prices than other world origins with the exception of Kashmir. Unfortunately, sapphire treatments have evolved beyond that of other gems. Identification is not always easy. Beryllium treated sapphires currently start at about \$30 per carat up to \$100 per carat. Pink and padparadscha colors are higher.

Emerald origins are plentiful worldwide but Colombia still

ranks as first in demand. Zambian emeralds are also found in high quality and are in high demand. Emerald fillers continue to be researched. The trade has put labels on the treatments considering some more “natural” or “traditional.” However, all fillers are not inherent in nature, so what is really acceptable? The epoxy additives are less desirable. Most labs identify treatments on three levels including minor, moderate, and significant. Moderate is the standard for treatment levels. Minor or significant may require a price premium or discount.

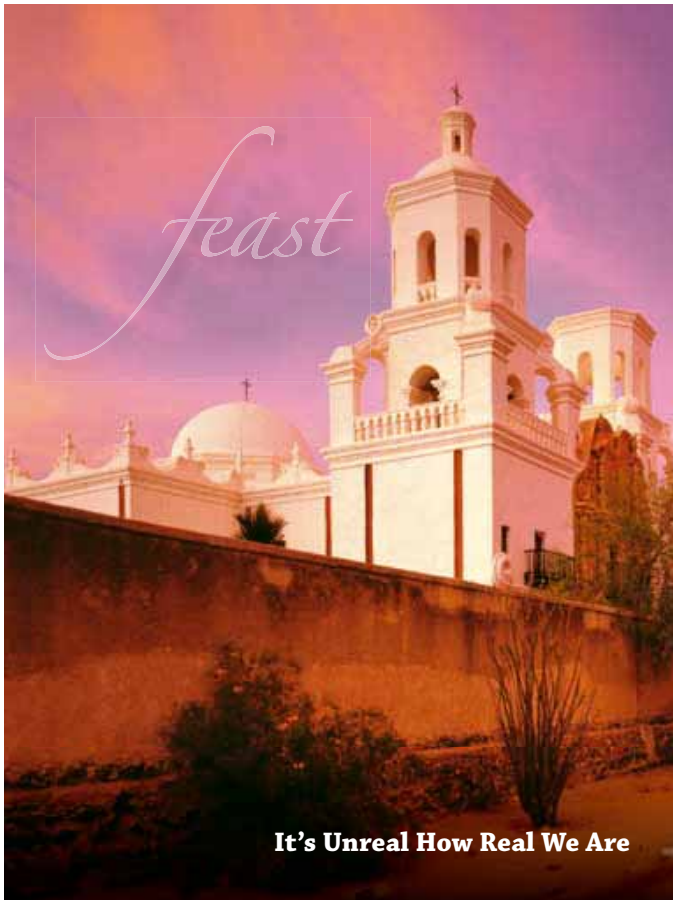
Diamond grading techniques included laboratory procedures for better grading. Diamond treatments today include HTHP, KP laser drilling, irradiation, and others. Many diamond treatments are challenging today not only to the jeweler or gemologist, but even to the highly sophisticated laboratories.

In the lab update session, we were informed of the latest issues with irradiation, the latest information on tanzanite coatings, and other new coatings on the market including diamond coatings. The conference concluded with a program on creating an assurance program for your business.

More than 150 people attended the conference from six countries. The weather outside the conference was miserable, but the mood inside was pleasant. Record rains produced severe flooding around the hotel but for most, the rain could not dampen the spirits, the networking, food, and program of this inaugural event.

The conference boasted a great slate of speakers including Dr. Lore Kiefert from the AGTA GTC and Richard Drucker from Gemworld as the hosts along with John Koivula and James Shigley of the GIA and Christopher Smith representing the American Gemological Laboratories. Other key speakers of the conference included Eric Braunwart, Robert Kane, Gina Latendresse, Ron Ringsrud, Stuart Robertson, Gary Roskin, and Paul Shannon.

A comprehensive book is being produced with abstracts and photographs on all the presentations. To order a copy (\$39.95), go to [www.worldofgemsconference.com](http://www.worldofgemsconference.com). ▲



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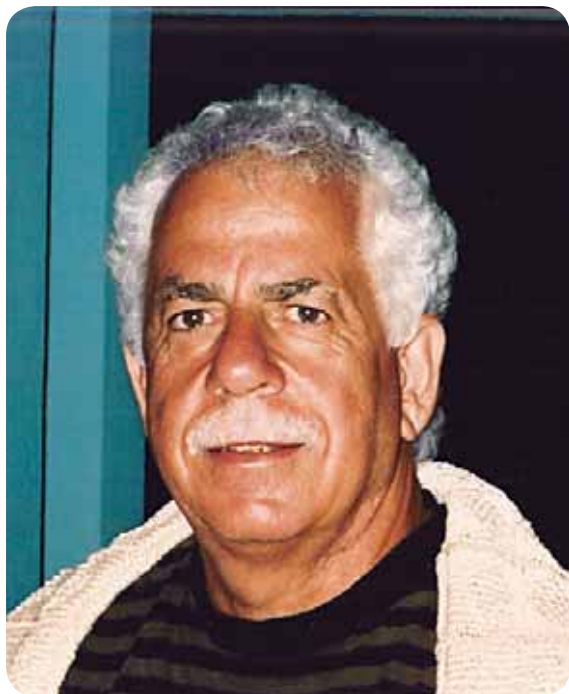
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 **MULTIVIEW**

# MEMBER PROFILE :

## ROLAND NAFTULE



### **How did you get started in the gemstone industry?**

I am a 3rd generation gem dealer. In 1954, I started traveling all over the country for my father's business located on Nassau Street in Manhattan during school summer vacations when I was 16 years old.

### **What were the compelling reasons for establishing the AGTA in 1981?**

During the Tucson show many exhibitors at the GLDA show located at what was then the Holiday Inn on Broadway in Tucson were unhappy with the GLDA show organizers. Many of us decided it would be best to start our own show and felt it would be better for this show to be owned by the exhibitors. This prompted us to start an association. Some of the important benefactors in the creation of AGTA were Leon Ritzler, AGTA's first president, and Ray Zajicek, AGTA's third president. I became the second president of the organization.

### **What impact has the AGTA had on your business over the years?**

Since I spent so much time in the development of AGTA and



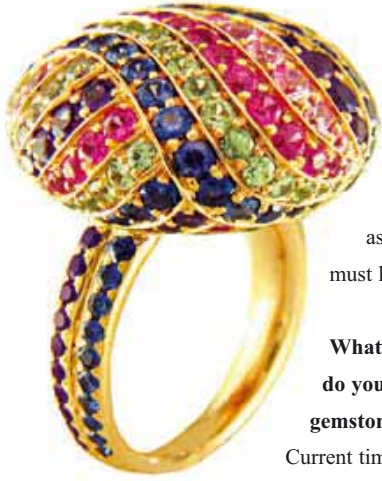
then ICA (I was the founding president), it seems that in the long run it negatively affected my business, although much of what AGTA and ICA developed over the years helped the colored stone industry and members businesses. In the case of AGTA, among other things these were the Code of Ethics, the AGTA Tucson Show, the AGTA Las Vegas Show, the association's directory, the Gemstone Information Manual, the Spectrum Awards all of which were created during the first three presidents' term of office and of course the promotion of colored gemstones.

### **Share your most interesting gemstone-selling, or acquisition, experience.**

My most interesting gemstone acquisition and selling experience goes back to the mid-sixties when my family was involved with a wide variety of gemstones mined in Tanzania. These included some varieties that were unknown in the gem world until that time like tsavorite, tanzanite, malaya garnet (these were only known under their mineral names at the time) and a very rare green opal. In addition, we were heavily involved with multi-colored corundum from the Umba valley of Tanzania and pretty much controlled the whole production, which to date we are still selling. These multi-colored corundum included rubies and every other imaginable color of sapphires, of which the oranges were most desired and the rarest. We are continuing to sell this beautiful, untreated corundum from our stock today more than 40 years after they were mined. We were also involved with other varieties of Tanzanian gemstones of that period there are rhodolites, as big as golf balls, rubies from other mining localities, emeralds and alexandrite and other lesser important productions of other varieties.

### **Many companies in this industry are multi-generational, what are the challenges to transitioning the business to your children?**

One's children like any one else who transitions into a business need a lot of support. A mistake which we are likely to make is to give them full responsibility too soon, the gemstone business is typically cyclical, and it is very much tied to the general economy. A person or persons who take



over a business, if left alone, may not know this and this lack of knowledge could lead into problems. In our business, as it is in many businesses, we must learn to save for a rainy day.

**What challenges/opportunities do you see for current colored gemstone dealers?**

Current times are very tough, most of the news we hear is bad, and in a luxury business such as ours, it is a time to cut expenses as much as possible, if a monetary reserve exists it is a good time to buy as there are great opportunities to buy at reasonable prices. It's like the stock market and real estate, buy when the economy is down and sell when it is up. It is important for the colored stone trade to build consumer confidence in the product we sell. The areas that concern me most is the consumers inability to comprehend colored gemstones values as they seem to with diamonds, colored stone grading may be an answer although it could be a very challenging task to develop a good grading system. Disclosure of treatments and

man-made products to all levels of consumers is imperative, we need to understand that without full disclosure we could destroy our trade, we are not doing enough concerning this most important problem.

**How do these challenges/opportunities differ from 1981?**

In 1981 we had less competition in this country, especially from producers; in addition there were many jewelry manufacturers, designers and manufacturing retailers who purchased loose colored gemstones. Unfortunately, due to the high cost of manufacturing jewelry in this country, most of it is now done overseas. We had to adjust and change our method of doing business. The challenges are now even greater, and there are still many opportunities for us to sell our beautiful product but we must do everything in our power to deal with it honestly and fairly.

**What is your favorite gemstone and why?**

Fine quality, natural, untreated fancy-colored sapphires because they are very rare, beautiful and durable. They can be set in any type of jewelry and they come in a wide variety of colors and sizes. ▲

## AGTA ELECTS NEW BOARD

**The American Gem Trade Association announced the results of the 2009 elections for the AGTA Board of Directors. The new officers will serve three-year terms and will be introduced at the AGTA Membership Meeting on Sunday, February 8, 2009, in Tucson, Arizona.**

Elections were held for President, Vice President, Secretary, Treasurer and three Director positions. The following officers were elected:

President: Benjamin Hackman of Intercolor USA  
 Vice President: Kambiz Sabouri of Gem 2000, Inc.  
 Secretary: John Bachman of John M. Bachman, Inc.  
 Treasurer: Sampat Poddar of Byrex Gems, Inc.  
 Director: Ruben Bindra of B & B Fine Gems  
 Director: Ron Ringsrud of Ronald Ringsrud Co.  
 Director: Ambrish Sethi of Manak Jewels, Inc.

The newly-elected members of the Board will join the following Officers and Directors who are currently serving

terms on the AGTA Board: Vice President, Robert Bentley of Robert Bentley Company, Inc.; Secretary, Betty Sue King of King's Ransom; Director, Gerry Manning of Manning International, Inc.; Director, Bill Larson of Pala International; Director, Glenn Lehrer of Lehrer Designs, Inc.; Director, Sushil Goyal of Liberty Gems, Inc.; Director, Joe Orlando of Stuller, Inc.; Past President, Barbara Lawrence of Boston Gems and Findings, Inc.

The AGTA Board of Directors holds elections on a rotating cycle in order to guarantee coherence of the Board's long-term plans. The AGTA Membership Meeting is open to all AGTA Members and will be held Monday, February 9, 2009, at the Tucson Convention Center at 9:00 am.

The AGTA would like to welcome the new Board Members and thank the outgoing Board Members for their exceptional service and time. ▲

# NEW MEMBERS

## Firm Members

Jone-Gems, Inc.  
Jone Ribeiro

Lothar Haag America, Inc.  
Matthias Haag

MK Gems & Minerals  
M.I. Khan

Oriental Arts Co.  
Peter Lee

Right Gems, Inc.  
Jitendra Jain

Roberts Yogo Company  
Mike Roberts

Spectral Gems, Inc.  
Roger L. Dery

## Associated Industry Professionals

Birmingham Gemological Service, Ltd.  
James R. Krol

Gemological Resources, Inc.  
Terry O'Sullivan

Harold Weinstein, Ltd.  
Duncan Parker

JASoWA Jewelry Appraisal Services of Washington, LLC  
Karen Jensen

MVI Marketing, Ltd.  
Martin Hurwitz

North American Gemological Laboratory, LLC  
Thomas Elliott

Tanzanite Foundation  
Hayley Henning

TransGuardian  
James Moseley

## Colored Diamond Suppliers

J F Options, Inc.  
Becky Baxman

## Estate Jewelers

Peter Suchy Jewelers  
Peter Suchy

Rarities Investment, Inc.  
Ronny Levy

## Introductory Members

Pearl Haus  
Laura D. Williams

## Manufacturing Members

Adel Chefridi  
Adel Chefridi

Anntelle Collection  
Jane Weng

Canyon Creek Trading Co.  
Donna Pizarro

Casting House  
Troy Agler

Chapal-Zenray, Inc.  
Vivit Lervisit

Chris Majors Designs  
Chris Majors

Double Snap / M.A. Bruner & Sons  
Joseph Bruner

Elyria Pearls  
Elisa Browsh

Fancy Creations, Inc.  
Mavani Jagdish

Julia Behrends Design  
Julia Behrends

Julius Cohen Jeweler, Inc.  
Christine Huber

Lika Behar Collection R.  
Lika Behar Behmoaras

Lindsay Wolf, Inc. dba  
Lindsay Daniels Wolf  
Steven Lindsay

Prisms Gems & Jewelry, LLC  
Greg Krichel

Sarah Graham Metalsmithing  
Sarah Graham

SHR & Simmons Jewelry Group, LLC  
Marvin Rauch

Solid Gold Jewellery, Ltd.  
John Akcan

Wishgiving  
Vaness P. Leu Lee

## Retail Members

America's Value Channel, Inc.  
Rajesh Dugar

Ani Diamond Designs, Inc.  
Ani K. Bazigian

Argo & Lehne Jewelers  
Robert Argo

Ariane Zurcher Designs, LLC  
Ariane Zurcher

Bulgari Retail USA, SRL  
Carmen Damiani

Castle Rock Jewelers  
H. Ron Decker

Crystal Cottage Studio  
Shelly Penko

David Gardner's Jewelers  
David F. Gardner

Dearborn Jewelers of Plymouth  
Theresa Allen

deJonghe  
Dennis deJonghe

DFW Diamonds, Inc.  
Amy Clarke

Diana Michaels, Inc.  
Diana Michaels

Ely & Co.  
Eli Noor

Factory's, Inc.  
Harvey Berkowitz

Harold Jaffe Jewelers, Inc.  
Ivan G. Jaffe

J. H. Bechtold  
Annie Bechtold

James Avery Craftsman  
Carol Doll Rogers

Jeffrey Howard, Inc.  
Howard Donsky

John R. Cox & Sons  
Ronnie L. Cox

K. Main, Inc. dba Kevin Main Jewelry  
Kevin Main

Kraft's Jewelry, Inc.  
Steven R. Kraft

Laura K. Adler  
Laura K. Adler

Llyn Strong  
Llyn Strong

Mark Knipe Goldsmiths, LLC  
Mark Knipe

Mark Loren Designs  
Mark Loren

Michael C. Fina Co., Inc.  
Steven Fina

Nagi Jewelers  
Nagi Osta

Nelson Coleman Jewelers  
Chris Coleman

Paolo A Modern Jeweler  
Paolo Salamone

Publisher's Clearing House  
Nutan Roongta

R & J Jewelers  
Greg Munson

Rasko Diamonds  
Weitzman Abraham

Robert M. Pettus Enterprises dba Things Finer  
Robert M. Pettus

Schierer & Popp Jewelers  
Donna Schierer Calderon

Sheftall's Jewelers, Inc.  
Dell Sheftall

Shelle Jewelers, Inc.  
Brian Millman

Suburban Jewelers  
Elissa S. Cohen

## Student Members

Adrienne Renee Barker  
Allen C. Petersen  
Barbara Berg  
Barbara J. Brink  
Candace B. Storr  
Cynthia B. Reuschel  
David Mullins  
Debora Baranek O'Brien  
Dene (Stormy) Ansley  
Fiona H. Peden  
Gloria Giacinto  
Harold Christenson  
Janet Y. Myers  
Katherine A. Kane  
Laura (Ehlers) Dickmeyer  
Lorraine Bennett  
Ma Thet Burke  
Marcia Brasini-Fowler  
Marian Strickland  
Noriko Narita  
Peter W. Wong  
Roger Yarbrough  
Rosemary Gimbel King  
Rudy D. Ogeer  
Shaun Rex McCreary  
Steven Bath  
Sylvia Eliz. Harrington  
Suzanna Stull  
Winifred Adams  
Young Hee Sweet

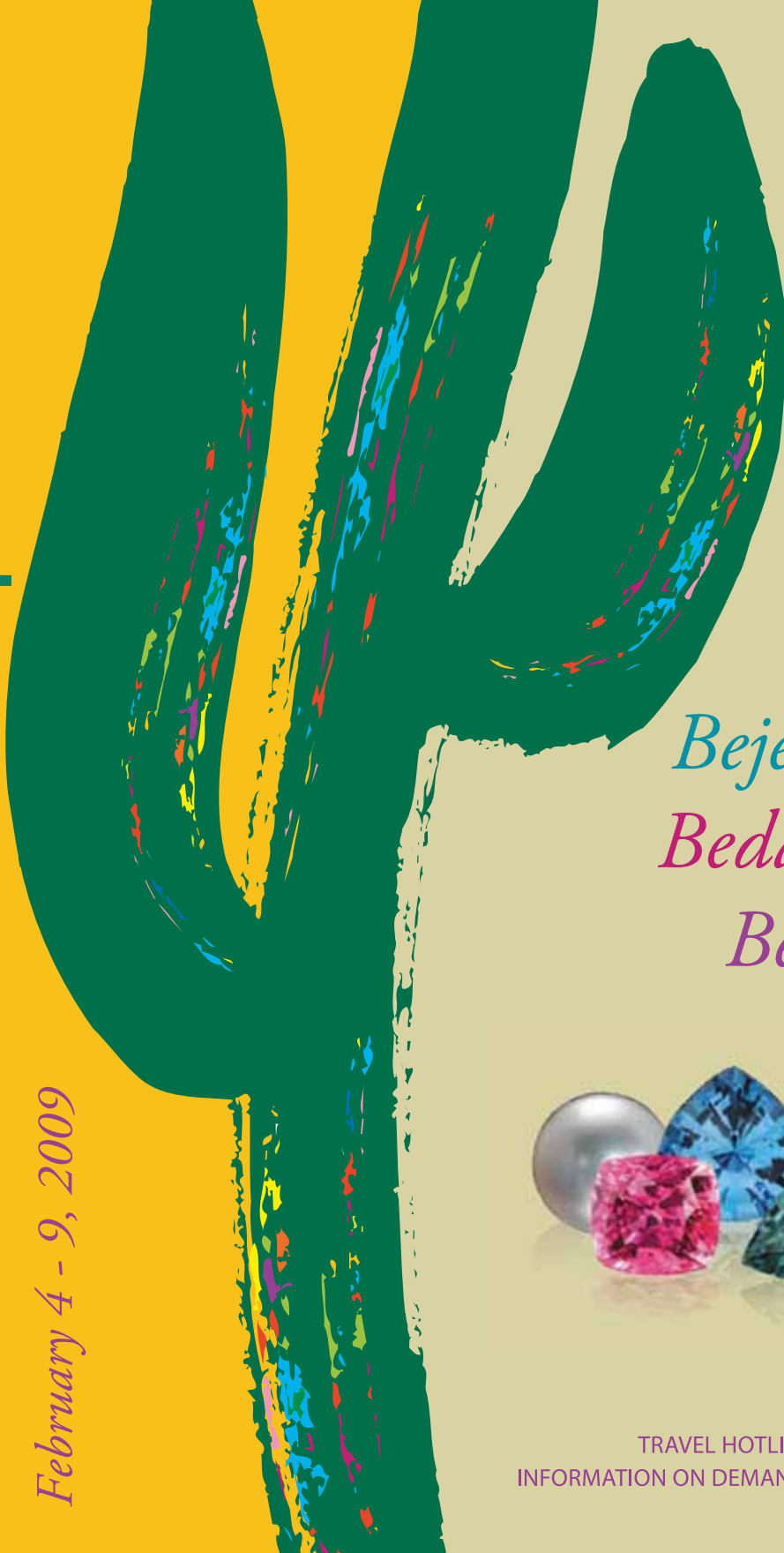
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