

AMERICAN GEM TRADE ASSOCIATION

PRISM

Fall 2009

AGTA
GEMFAIR™
TUCSON

ALL EARS ON
COLOR
AT 61ST EMMYS

MEMBER PROFILE:
OMI NAGPAL

MARY LOU KEEN'S
20TH ANNIVERSARY
WITH AGTA

BANK OF AMERICA
PROGRAM





INTERNATIONAL GEMOLOGICAL INSTITUTE

THE INSTITUTE OF GEMOLOGY

FTC:

IT IS UNFAIR OR DECEPTIVE TO FAIL TO DISCLOSE THAT A GEMSTONE HAS BEEN TREATED IF:

- THE TREATMENT IS NOT PERMANENT.
- THE TREATMENT CREATES SPECIAL CARE REQUIREMENTS FOR THE GEMSTONE.
- THE TREATMENT HAS A SIGNIFICANT EFFECT ON THE STONE'S VALUE.

I.G.I. SAPPHIRE SUMMATION



PHOTO ENLARGED

SUMMATION #:	12345678 (SAMPLE)
DATE:	02/12/2009
IDENTIFICATION:	NATURAL SAPPHIRE
MEASUREMENTS:	6.86 x 6.82 x 5.11 MM
CARAT WEIGHT:	1.90 CTS
SHAPE / STYLE:	ROUND MIXED
COLOR:	BLUE
STANDARD ENHANCEMENT:	HEAT
ADDITIONAL ENHANCEMENT:	NONE

COMMENTS: LOCALITY CLASSIFICATION: CEYLON-TYPE. SAPPHIRES ARE COMMONLY HEATED. COLOR STABILITY: EXCELLENT.

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I.G.I. EMERALD SUMMATION



PHOTO ENLARGED

SUMMATION #:	12345678 (SAMPLE)
DATE:	02/12/2009
IDENTIFICATION:	NATURAL EMERALD
MEASUREMENTS:	6.96 x 6.39 x 4.72 MM
CARAT WEIGHT:	1.65 CTS
SHAPE / STYLE:	EMERALD STEP
COLOR:	GREEN
STANDARD ENHANCEMENT:	OL
ADDITIONAL ENHANCEMENT:	NONE

COMMENTS: LOCALITY CLASSIFICATION: COLOMBIAN-TYPE. EMERALDS ARE COMMONLY OILED. COLOR STABILITY: FAIR TO GOOD.

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I.G.I. RUBY SUMMATION



PHOTO ENLARGED

SUMMATION #:	12345678 (SAMPLE)
DATE:	02/12/2009
IDENTIFICATION:	NATURAL RUBY
MEASUREMENTS:	6.86 x 5.20 x 3.90 MM
CARAT WEIGHT:	1.20 CTS
SHAPE / STYLE:	CUSHION MIXED
COLOR:	RED
STANDARD ENHANCEMENT:	HEAT
ADDITIONAL ENHANCEMENT:	NONE

COMMENTS: LOCALITY CLASSIFICATION: BURMA-TYPE. RUBIES ARE COMMONLY HEATED. COLOR STABILITY: EXCELLENT.

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I.G.I. TANZANITE SUMMATION



PHOTO ENLARGED

SUMMATION #:	12345678 (SAMPLE)
DATE:	02/12/2009
IDENTIFICATION:	NATURAL TANZANITE
MEASUREMENTS:	7.80 x 6.00 x 4.50 MM
CARAT WEIGHT:	1.55 CTS
SHAPE / STYLE:	OVAL MIXED
COLOR:	BLUE
STANDARD ENHANCEMENT:	HEAT
ADDITIONAL ENHANCEMENT:	NONE

COMMENTS: LOCALITY CLASSIFICATION: TANZANIA-TYPE. TANZANITES ARE COMMONLY HEATED. COLOR STABILITY: EXCELLENT.

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AGTA

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, retailers, 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, JA New York and The Instore Show.

Members are 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 stay informed about all the hot topics surrounding our industry, gemstone and jewelry fashion and the AGTA with the quarterly *Prism* newsletter, weekly ePrism and monthly NewsFlashes.

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, the Office Depot: Taking Care of Business program and car rental services through Avis and Budget.

Members can also access our brand new Members Only Forum and gain valuable knowledge from our GemFair Tucson Seminar DVD.

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 or to advertise, please contact:

Joshua Garcia

American Gem Trade Association

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

800-972-1162 214-742-7334 FAX

www.agta.org www.addmorecolortoyourlife.com

On the Cover:

2009 AGTA Spectrum Awards™ winning opal and brooch by Gregore Joailliers.

2009 AGTA Spectrum Awards™ winning tourmaline earrings by Carley Jewels.

2009 AGTA Spectrum Awards™ winning moonstone ring by Pave Fine Jewelry.

Photographed by Jack Deutsch.

LETTER FROM THE PRESIDENT



Dear Members:

The AGTA has and continues to aggressively pursue its goal to increase its marketing outreach to the industry and focusing its promotional efforts to the consumer. One of the best examples of this effort is the AGTA Spectrum Awards™ and Cutting Edge Awards. Spectrum recognizes the innovative use of natural gemstones and cultured pearls in finished jewelry design, and Cutting Edge honors creativity in lapidary arts, including faceted gems and pearls, carvings, and objects of art. AGTA promotes both collections in the media on the trade and consumer levels.

This was my first year to attend the media event that concludes the competition. In short, it was fantastic. It was a great opportunity to see all of the entries that were submitted and then to look at all of the winners that were selected by our esteemed panel of judges. With editors from Vogue and Elle, to bloggers, stylists and of course, the industry trade press, the event was a success! The attendees were very excited about the jewelry. In fact, we started getting “blogged” immediately. If you have not become a fan of AGTA or AGTA Spectrum Awards on Facebook- you need to do so now. I would personally like to thank the Spectrum Committee and the AGTA staff for all of their hard work and dedication! I would like to encourage all of our Members

to enter next year’s competition.

As the selling season continues to ramp up, our Members need to have a plan in place to succeed. Proper planning includes a good handle on inventory and a strategic marketing plan to get your message to your customers. You have to maintain visibility on your customer’s radar. Wholesale dealers need to contact their customers and let them know about new products in your line or new gemstones in your inventory. If you are exhibiting at the upcoming GemFair in Tucson, a well-placed message to your clients to remind them to visit is in order. The buyer mailing list could be a great start for some outreach as well. You may also want to consider taking advantage of the free promotional opportunities that are available or securing a sponsorship. Please check www.agta.org for more details or this special issue of Prism.

If you are a Retail Member, you have to check out both of our websites www.agta.org and www.addmorecolortoyourlife.com. A visit to www.agta.org will allow you to check out our sales tools. Well timed mailings and point of sale brochures will definitely help you sell more color this season. www.addmorecolortoyourlife.com will update your staff on the latest trends and colors for the upcoming season. It is also a great sales tool for your clients and your staff.

As November wraps up, our AGTA GemFair™ Tucson Exhibiting Members are gearing up as well. Remember to look at the special section of Prism. We have added a “Tucson Timeline” to remind our exhibitors of important dates for planning. We have also included information on promotional opportunities as well. AGTA mailing lists and marketing materials are available to aid in your success. Good luck!

Mary Lou Keen is celebrating her 20th anniversary with AGTA this year! I would personally like to recognize Mary Lou Keen her for 20 valuable years of contributions, hard work and dedication.

Look forward to seeing you all at AGTA GemFair™ Tucson. ▲

All the best,
Benjamin (BJ) Hackman

AGTA President

LETTER FROM THE CEO



Dear Members:

It has become almost a rite of passage during the holiday selling season that we see the obligatory national news story that draws consumer attention, often unflattering, to the products that we sell. This year was no exception, beginning with the *Good Morning America* consumer report that aired on November 4th, titled “Real Deal.”

The televised report focused on the sales, in major outlets, of glass-filled rubies, referred to in the report as “composite rubies.” In a nutshell, what the report suggested was that the consumer was purchasing “ruby” jewelry with the assumption that it was the “real deal,” but were not being informed as to the nature of the treatments or the characteristics of the material, nor were they being counseled on the special care requirements associated with this material. While those of us in the jewelry industry may bemoan the inevitability of these reports that always seem to come to light at this time of year, it is undeniable that this report illustrates a serious shortcoming on the part of the industry to reliably and regularly disclose the pertinent facts regarding treatment throughout the market chain and ultimately to the consumer. Complete and accurate disclosure of all gemstone treatments has long been the hallmark of AGTA Members and it is high time we re-focus on how nec-

essary the culture of “full disclosure” is in order for us to maintain the integrity of our products.

The presence of glass-like substances in fissures and cavities has been around for decades, and used in a variety of materials. As early as the 1980’s, the gemological community began reporting on the presence of silica glass as a residue of the high temperature heating of corundum being applied to improve the gemstone’s appearance and to heal existing fractures, most notably in ruby from Mong Hsu, Myanmar. In this instance, industry proponents generally agreed that the glassy residue was a by-product of the fracture healing process.

Fast forward to 2004 and we see the introduction of a high lead content glass as filler in ruby. Three notable differences distinguish the high lead glass filler from the silica glass used in earlier treatments. The first is that the high lead glass has optical properties much closer to that of ruby, thereby markedly increasing its effectiveness in masking the fissures and cavities in the ruby.

The second significant difference is that, unlike the earlier treatments, which combined silica glass and extremely high temperatures that actually resulted in healing of existing fissures, these new glass-filled rubies employ much lower temperatures which allow the chemicals to fuse in the fissures in a glassy form but do not result in any re-crystallization of the host ruby.

Clearly, these new high lead content glass materials are being used to conceal existing fractures and cavities and, in some cases, to act as a bonding agent for many pieces of ruby to be “glued” together as a single unit. These assembled materials are the so-called “composite ruby,” a description that seems

to be gaining traction and referenced in the *Good Morning America* show. Actually, the term “composite ruby” may be itself misleading in that it implies that this material is indeed ruby. These assembled materials, in which disparate pieces of corundum are essentially glued together with the glass bonding agent (the composite ruby) should not be represented ethically as “ruby” at all.

The closest comparison (analogous) I have been able to come up with is particle board, a building material that looks like wood, but is really a composite of sawdust bonded with glue and shaped into boards. In reality, these “composite rubies” are nothing more than a composite material (or assembled material), part corundum, part glass, glued together and fashioned into a gemstone (ruby) look-alike. These are not rubies.

The third, and perhaps most critical, distinction is that the lead glass-filled rubies and so called “composite rubies” exhibit serious stability issues. The glass used to infill the fractures can be easily leached out during the manufacturing or repair process and are even subject to degradation when exposed to many common household chemicals.

The AGTA Code of Ethics requires that all gemstone treatments be disclosed to the purchaser. Furthermore, this disclosure is a requirement of the Federal Trade Commission (FTC) and failure to do so can result in enforcement actions by the FTC, litigation and class action lawsuits. Since the reasonably recent introduction of these lead glass-filled rubies into the market, our office has seen dozens of examples in which the material was sold either without any disclosure or with entirely inappropriate disclosure information, such as:

(continued on page 9)



AGTA

GemFair™

TUCSON 2010

Eye Candy

TUCSON TIME

AGTA GEMFAIR™ TUCSON, FEBRUARY 2-7, 2010

The sweetest thing about the annual AGTA GemFair™ Tucson is the amazing selection of colored gemstones and cultured pearls. It is the first opportunity of the year for buyers to see what is fresh and hot. Enjoy great networking events, the renowned free seminar program and incredibly diverse lineup of exhibitors. So break away this winter for some Arizona sun and a taste of the best trade show experience in the industry—AGTA GemFair™ Tucson.

There are still some good booth locations available at GemFair Tucson. If you are a wholesale Member of AGTA, contact Mary Lou Keen at 800-972-1162 for more details.

AGTA GemFair™ Tucson launches the Industry's Show Season and has the niche market for providing the best natural color gemstones, both loose and mounted, as well as all the tools and equipment that is needed to support the sale of gemstones. Buyers need to go no further than GemFair to fill their buying needs. GemFair draws buyers from all over the world who value colored gemstones and realize that their profitability can be grounded in color. The 2010 GemFair will present returning and new exhibitors with a spectrum of buyer opportunities, new gemstone materials, an expanded color diamond pavilion, the return of MJSA Expo West, the largest selection of antique and estate dealers in Tucson and the best of U.S. designers and manufacturers.

Remember, AGTA Members of Record will automatically be pre-registered for the show. Also, any staff who attended the Show in 2009 will be pre-registered. To add new staff please fax the request on company letterhead to 972-620-2452.

With only a couple of months until the show, 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 2010 AGTA GemFair™ Tucson. If you have any questions that aren't answered in this section, please call AGTA at 800-972-1162 or visit www.agta.org.

SPECIAL EVENTS

Tucson has its own special charm with good restaurants, eclectic stores and relaxing spas, but you can take advantage of those any time. Mark your calendar for the following special events!

AGTA Coyote Classic Charity Golf Tournament Sunday, January 31, 2010

A great day of golf and camaraderie awaits you while supporting a great cause! The AGTA Coyote Classic benefits the Tucson Officers Run for Special Olympics. In 2009, AGTA raised almost \$10,000! Come and play in the 14th Annual AGTA Coyote Classic charity golf tournament at the Omni Tucson National Resort, located on 2727 West Club Drive. The event promises to be the best in years, so register early! Sign up begins at 12:00 p.m. The tournament format features a 1:00 p.m. shotgun start 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 or \$500 per foursome. Registration includes a round of golf, cart, box lunch, beverages, golf-related gifts, assorted prizes and a 19th Hole Celebration.

Sign-up for complimentary shuttle service and RSVP by calling the AGTA at 800-972-1162 or email shows@agta.org.



AGTA Dinner Dance and Awards Gala

Saturday, February 6, 2010

Join us for the opportunity to mix and mingle with hundreds of top designers, manufacturers and retailers. The evening starts at 7:00 p.m. with a cocktail reception, followed by a seated dinner. The gala will honor the winners of the 2010 AGTA Spectrum Awards™ competition. Live entertainment, fun and dancing awaits you.

Located at the Marriott University Park Hotel, Grand Ballroom, tickets are \$100 per person and cocktail attire is encouraged. RSVP by calling the AGTA at 800-972-1162 or email shows@agta.org.

Annual Membership Meeting

Friday, February 5, 2010

8:00 am – 9:00 am

All AGTA Members welcome.

Tucson Convention Center, GemHall.



TUCSON TIMELINE

December

- 12/07 Secure travel arrangements; Helms Briscoe www.agta.org
- 12/07 Order AGTA mailing lists for direct mail.
- 12/07 Order Pre-Show marketing materials.
- 12/07 Promote GemFair on your website, invoices, advertisements and direct mail.
- 12/14 Secure Show Advertising Opportunities.
- 12/15 Rolland Safe Order Form due.
- 12/21 Secure Sponsorship Opportunities.
- 12/21 Reserve your spot for the AGTA Coyote Classic Golf Tournament.
- 12/28 Reserve your spot for the AGTA Dinner Dance and Awards Gala.

January

- 1/04 It's not too late to order Show marketing materials.
- 1/06 GES Order Forms due.
- 1/08 Commonwealth Electric Forms due.
- 1/11 Promote GemFair on your website, invoices, advertisements and direct mail.
- 1/14 ARI Lead Retrieval Service Form due.
- 1/22 AGTA Dinner Dance and Awards Gala Reservations due.
- 1/26 Brinks, Dunbar and Malca-Amit Service Requests due.
- 1/31 AGTA Coyote Classic Golf Tournament to benefit Special Olympics.

February

- 2/01 Exhibitor Badge Pick-up and Exhibitor Set-up
9:00 am – 5:00 pm.
- 2/02 Showtime!
- 2/03 Check Out the AGTA Spectrum Awards™ Winners in the Designer Pavilion.
- 2/04 Take advantage of the numerous educational seminars.
- 2/05 Annual AGTA Membership Meeting.
- 2/06 AGTA Dinner Dance and Awards Gala.
- 2/07 Last opportunity to purchase loose colored gemstones and cultured pearls.

After the Show

Keeping your company's name in front of the buyers you meet at AGTA GemFair™ Tucson is critical. Follow-up with all potential buyers once the show ends. Post-show mailings are the perfect way to stay top of mind with individuals you meet at the show. Plan now to ensure your company stays fresh in buyer's minds after they get home. Maximise your company's exposure, call 800-972-1162 or email info@agta.org.



HOTEL INFORMATION

Hotels in Tucson are selling out. Do you have your hotel reservations booked for GemFair? When planning your trip to Tucson, you will want to take advantage of the AGTA's Preferred Hotels.

HelmsBriscoe, the official travel agency for the 2010 AGTA GemFair™ Tucson show, has made special arrangements with many of Tucson's hotels to offer GemFair attendees prices well below regular rates. The AGTA Preferred Hotels were carefully chosen based on the quality of their furnishings as well as their competitive rates.

Participating GemFair Hotels:

Courtyard by Marriott	\$159.00
Courtyard by Marriott at Williams Centre	\$159.00
Doubletree Hotel at Reid Park	\$189.00
Fairfield Inn	\$135.00
Hotel Arizona	\$194.00
Marriott University Park Tucson	\$189.00
Radisson Suites Tucson	\$139.00
Residence Inn Williams Centre	\$189.00
Sheraton Tucson Hotel and Suites	\$189.00
Viscount Suites Hotel	\$189.00
Westin La Paloma	\$199.00

Any AGTA GemFair attendee can contact HelmsBriscoe to help with their hotel and arrangements. Take advantage of these special offers!

HelmsBriscoe

Log onto www.gemfairhotels.agta.org.

Hours: 9:00 a.m. to 5:00 p.m. CST, Monday through Friday

Customer service: 877-261-5407 or 972-346-6406

Complimentary Shuttle Service for AGTA Buyers & Exhibitors

Most AGTA Preferred Hotels are served by free shuttle service to and from AGTA GemFair™ at the Tucson Convention Center.

Hotels serviced by AGTA shuttles will be noted in the hotel description. Service runs from 7:30 a.m. – 11:00 a.m. and resumes from 3:00 p.m. – 7:00 p.m. Schedules will be posted in the lobby of each AGTA Preferred Hotel during the show.

Now is the time to book your travel and take advantage of exclusive rates. To make your hotel arrangements, log onto www.gemfairhotels.agta.org.

SEMINAR AND EDUCATION PROGRAMS

AGTA GemFair Tucson Offers FREE Seminars

AGTA GemFair™ Tucson offers important educational seminars designed to help industry professionals learn new and innovative strategies for profit and growth in their businesses. Choose from more than 30 seminars geared toward a wide range of interests and needs.

Learn from a diverse group of experts covering dozens of current industry topics that will help you effectively manage, market and grow your business.

Our exciting line-up of FREE seminars offers education at every level – from basic to advanced. Seating in all free sessions is limited only by room capacity. Plan to arrive early to ensure seating.

GIA Fee-Based Seminars and Classes

The AGTA offers fee-based educational seminars presented by the Gemological Institute of America (GIA). To enroll in GIA tuition-based classes and seminars, or for more information, please call 800-421-7250, ext. 4001. Or visit www.gia.edu.

MJSA At The Bench Live

Hands-on bench demonstrations are presented by MJSA. All demonstrations will take place outside the Grand Ballroom of the Tucson Convention Center.

For more information, e-mail Rich Youmans, or call 1-800-444-6572, ext. 3025.

For a complete list of seminars, log on to www.agta.org.

The AGTA GemFair™ Tucson Conference Program is produced for AGTA by Charlotte Preston. Charlotte Preston Catalysts unites people and resources for powerful results.



PROMOTIONAL OPPORTUNITIES

The AGTA invests in an extensive marketing and promotion campaign to help make your experience as a GemFair exhibitor as successful as possible. The AGTA promotes GemFair nationally and internationally through advertising, multi-tiered direct mail, e-marketing and editorial coverage in industry publications. In addition to the AGTA's promotional efforts, it's important for each exhibitor to promote his/her participation in the show. The AGTA has created the AGTA Exhibitor Marketing Kit to help you optimize your exposure to make the 2010 GemFair the most profitable for you yet.

Basic Web Listing

As an exhibitor, your company's name will appear on the Tucson Exhibitor page FREE! Thousands of attending buyers preview this page each year to see who will be there.

Online Exhibitor Listing Logo-Link

Get noticed by placing a logo-link next to your exhibitor listing on the AGTA website. Your logo will link directly to your company's website! Exhibitor must provide logo in a digital format via email to info@agta.org.



AGTA GemFair™ Tucson Logo

Exhibitors are encouraged to use the AGTA GemFair™ Tucson logo in advertising and direct mail to promote their participation prior to the show. The logo will be sent as a digital file via email. Please email info@AGTA.org to request your copy.



AGTA GemFair™ Tucson Web Button

Promote your participation at GemFair on your website with this web button. The button will allow your company to link directly to www.AGTA.org for all the up-to-date show details. Email info@AGTA.org to receive your web button; your webmaster will need to set up the link. An animated version is also available.



Buyer Outreach before the Show

Using pre-show promotion to attract customers and prospects to your booth gives your company a distinct advantage. These pre-show marketing tools are designed to increase traffic to your booth and assist you with your marketing objectives.

Mailing Lists promote your products and services to buyers who already understand the importance of AGTA GemFair™ Tucson. Purchase mailing lists or labels of U.S. and Canadian companies who attended 2009 AGTA GemFair™ plus those who have registered for 2010. It's vital for you to reach out to attendees to maximize your traffic at the show. Remember: Schedule your mailings so that the buyers receive your information before they leave for Tucson!

Company Mailing List/2009 GemFair Buyer Companies

The AGTA allows you to target approximately 5,000 companies who attended 2009 AGTA GemFair™ Tucson and those who have registered for 2010 GemFair. AGTA will provide the information electronically in a reusable Excel file.

Entire List (reusable Excel file)\$250

Custom Mailing Labels/2009 GemFair Buyer Companies

The AGTA allows you to target U.S. and Canadian buyer companies by business category and/or by state. Simply select the category or categories of buyers you would like to reach and we will produce Custom Buyer mailing labels, or provide the information on disk to the mail house of your choice.

Each 1,000 Names (includes shipping labels to your company)
\$110 Minimum Charge \$110

Buyer Roster

The AGTA Buyer Roster is a spiral bound book that provides full contact details, including address and phone numbers, for all registered buyers that attend the show. Unlike the mailing labels, the Buyer Roster also includes all international buyers. This is a great reference for making post-show follow up calls and mailings. It is available in two formats – sorted alphabetically by company or geographically.

Buyer Roster \$350

Web Listing Upgrade

Enhance your online company listing with an upgrade. This promotion allows you to add your expanded company information to the base listing provided on the www.agta.org.

Web Listing Upgrade \$150

The 2010 AGTA GemFair™ Tucson takes place February 2-7, 2010. Hours are 10:00 a.m. - 6:00 p.m., February 2-6, and 10:00 a.m. - 4:00 p.m. on February 7. Please note the new day pattern – GemFair will be open from Tuesday to Sunday, February 2-7; all Pavilions are open the entire length of the Show.▲





JOIN US IN TUCSON FOR THE 2010 GEM, MINERAL & FOSSIL SHOWCASE JANUARY 30 TO FEBRUARY 14



Learn more about the shows, get shuttle information, and discover all there is to see and do in Tucson at www.visitTucson.org/Gemshow



Tucson
Real. Natural. Arizona.

1. "All rubies are treated"
2. "Many gemstones are treated to improve color or clarity, ask your sales associate for further information"
3. "All of our gemstones are "E"
4. "Unless otherwise stated, all of our gemstones are treated in manners considered acceptable in the trade".

None of these statements fulfill the requirements for disclosure of these lead glass rubies or the assembled "composite" ruby material.

On the wholesale level, the only acceptable disclosure of these lead glass-filled rubies is the use of the Code "F" for filled, and in lieu of that, plain written language that informs the purchaser that the ruby has been filled with lead glass. NO OTHER code is acceptable and no general statement regarding the treatments is acceptable.

The enhancement Code for the "composite materials" is "ASBL" or, as in the case above, a clear statement referring to the assembled nature of the "ruby." In each case, these disclosure codes must be accompanied by a printed statement referencing the AGTA's Gemstone Information Manual (Figure 1) and should make reference to the special care

Figure 1

					Invoice No.	123456789
Really Big Gems						
Customer Name:						
Address:						
City:						
Phone:						
Quantity	Weight	Item	Code	Unit Price	Amount	
1	1.40 ct.	ruby	ASBL*	\$30.00p/c	\$42.00	
1	2.30 ct.	ruby	F	\$250.00p/c	\$575.00	
					Total	\$617.00
Gemstone Enhancement Codes*						
N = NOT ENHANCED	F = FILLING	O = OILING/RESIN				
E = ROUTINEIY ENHANCED**	H = HEATING	R = IRRADIATION				
B = BLEACHING	HP = HEAT & PRESSURE	U = DIFFUSION				
C = COATING	I = IMPREGNATING	W = WAXING/OILING				
D = DYEING	L = LASERING	I = IN OPAQUE STONES				
*Codes must appear in a column next to all gemstone descriptions, with a noticeable reference or label, at the bottom or back of invoices and memorandums. Codes and type of treatments must only be used as directed in the Gemstone Information Manual (GIM) 8th Edition, available from the American Gem Trade Association (AGTA), 3030 LBJ Fwy., Ste. 840, Dallas, TX 75234. Phone: 800-972-1162 • 214-742-4367.						
**The "E" code must <u>only be used</u> according to Gemstone Information Manual (GIM) Instructions.						

requirements (Figure 2).

When working with a consumer, the retail jeweler is responsible for delivering the same information, preferably in writing, but the use of codes is not acceptable. Plain language should be used to describe the nature of the lead glass-filled

Figure 2

TAG CODES AND DEFINITIONS	
III. ASSEMBLED MATERIALS (COMPOSITE)	
ASBL	"ASBL" is the tag code for products made of multiple layers or combinations of manufactured and/or natural material fused, bonded or otherwise joined together to increase stability and/or imitate the appearance of a natural gemstone, create a unique design or generate unusual color combinations.
EXAMPLES:	
ASBL	Opals – (Various Combinations) Doublets and Triplets
ASBL	Garnet – Glass Doublets
ASBL	Sapphire – Synthetic Sapphire Doublets
ASBL	Colorless Beryl – joined by green bonding (Triplets)
ASBL	Mabe "Pearls" color coated, dyed, bleached, filled with hardened substances and a Mother of Pearl back. Sometimes coating can be plastic or polymer to protect the thin nacre.
ASBL	Bonded material such as Turquoise, Lapis, etc.
The "ASBL" coded stones require special care; avoid household chemicals, cosmetics, abrasives and sudden shocks.	

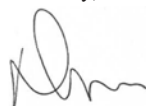
nature of the material and special care requirements are mandatory (see figure 3).

Figure 3 Plain Language Statement

This red stone is composed of pieces of red corundum (ruby) bonded together with glass to imitate the appearance of natural ruby. This stone should not be subjected to heat or caustic solutions during repair procedures and the wearer should avoid subjecting it to common household chemicals.

It was apparent when watching the *Good Morning America* segment that the sales associate was clearly unaware and/or untrained as to the characteristics of this material. The obvious question is how far up the market chain this lack of awareness extends. Retail sales professionals are responsible for disclosing the accurate nature of these materials to their clients. But even with the benefit of the best training, sales associates cannot properly inform their clients if this has not been done up the supply chain. Company buyers rely upon suppliers, who rely upon manufacturers who rely upon gemstone dealers to deliver accurate information, the full disclosure of any gemstone treatment, and the true nature of the material they are buying. This isn't just an AGTA requirement; it is a requirement of the Federal Trade Commission (FTC) Guidelines for the Jewelry Industry. Failure to disclose, at any point along the chain, is not only unfair to our customers, it is the surest way for our gemstones, and our industry, to end up time and time again on consumer expose pieces such as we saw on *Good Morning America*. ▲

Sincerely,



Douglas K. Hucker
Chief Executive Officer



RYC

Roberts Yogo Sapphire Co.
P.O. Box 1828
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MARY LOU KEEN'S 20TH ANNIVERSARY WITH AGTA



Mary Lou Keen's appreciation and love for fine jewelry began when she was very young. Her parents were collectors of antiques and all things beautiful. Sunday afternoons usually meant a road trip to a new or favorite destination that had antique shops. As a child, who might want to do other things, the outing was sweetened by the promise of a ring, bracelet or trinket of her choice. These Sunday trips were the beginning of her jewelry collection. "I always felt that my passion for gemstones, pearls and jewelry set in motion my destiny to be with the American Gem Trade Association.

In the mid-80s, Mary Lou Keen relocated to the Dallas metroplex and settled in Arlington right between Dallas and Fort Worth. Soon after, she took a position with a La Papillion, a manufacturer's

representative company, whose products were home and table top accessories. The company was located in the Dallas World Trade Center-conveniently located on the same floor as the wholesale jewelry companies. A close friend, Polly Gessell, (creator of the fabulous AGTA Spectrum Awards™ trophies) said that a gemstone association had opened in the World Trade Center. Peggy Willett, then Executive Director of the AGTA, was looking for staff. Polly encouraged Mary Lou to apply due to her passion for gemstones and jewelry.

At that time, the office had a staff of three. Mary Lou met with Peggy and was immediately hired. Keen was given diverse responsibilities including co-coordinating the AGTA Spectrum Awards™. She watched the competition grow from a fine colored gemstone competition to include a collection of former Spectrum winners (Masterworks) that was available to retail members for in-store promotional purposes. The concept of having a competition to encourage lapidary artists to challenge their skills, the Cutting Edge, was the next project developed by AGTA. The intent of this competition was to develop a traveling collection of fabulous gemstone material that would travel to small museums that did not have a gemstone collection, and to expose the beauty of gemstones to the public. "It is wonderful to see the impact and results of these competitions, incredible fine jewelry and the magical results of beauty from gemstones cut by inspired lapidaries," said Keen. Unfortunately, the cost of traveling collections made it impossible to continue with that format.

The first AGTA GemFair™ Tucson that Mary Lou attended was the year the show moved to the Tucson Convention Center (TCC). The AGTA had outgrown its previous location at the Doubletree Hotel. The Association was growing, and more Members wanted the opportunity to exhibit at GemFair. Members appreciated the new exhibit hall. No longer were they spread into small rooms upstairs



and around corners. To this day, Mary Lou still hear Members missing the ‘after show’ camaraderie of meeting at the Doubletree piano bar and listening to music being played by Members and of course listening to the tales of ‘gem’ adventures in years gone by. The new location provided plenty of needed space for GemFair to grow into the finest industry show for colored gemstones and cultured pearls.

“What an experience to see booth after booth of incredible gemstones and cultured pearls. The breathtaking experience of GemFair never gets old and every year I am captivated by what I see.”

As the show and Membership grew, Peggy Willet saw the need to hire a Show Manager; Mary Lou Keen quickly stepped up to the plate and asked for the position. She was honored to be given the opportunity.

In 1992, the Jewelers Circular Keystone magazine opened its first Las Vegas trade show. The AGTA was the first Association to support the show by hosting a pavilion for its gemstone dealers. As the JCK Show grew, so did the AGTA Pavilion. “We started with a pavilion in the lower level with seventy booths then moved to the first floor and expanded to ninety booths. When the Venetian Hotel was completed, we were offered the chance to relocate again. We took the space knowing that we could fill the space and we grew to 330 booths,” explained Keen.

In 1995, GemFair need more exhibition space to accommodate its growing number of exhibitors. The AGTA added the Arena for additional loose gemstone dealers as well as tools and equipment professionals. MJSA hosted a pavilion with their suppliers. There was also a pavilion for lapidary artists who made exquisite works of art from gemstone materials, known as the Gifts of the Earth Pavilion. Previous winners of the Spectrum Awards were invited to exhibit in the new Spectrum of Design Pavilion, then located in the Arena. “Many of our designers who were in the first “Spectrum of Design” pavilion are still exhibiting with us,”



exclaims Keen.

Last year, the AGTA offered their Members the opportunity to have a pavilion at the Instore Show. Mary Lou anticipates that the AGTA Pavilion will experience the same growth in this new venue and will grow proportionately to the JCK Show. Keen is proud that the AGTA is always trying to meet the needs of its Members.

“When I look back at the achievements of the American Gem Trade Association over the past twenty years, I am so proud to be a part of its growth. My years with AGTA have been wonderful. I think of its Members as my extended family and will continue to work towards helping them have great results from AGTA show opportunities.”

The AGTA would like to extend a big Happy 20th Anniversary to Mary Lou Keen. Thank you for your 20 years of hard work, dedication and love of colored gemstones and pearls!▲



ALL EARS ON COLOR AT 61ST EMMYS

By Deborah Yonnick

Despite fashion's focus on statement neckwear these days, TV's biggest stars at the 61st annual Primetime Emmy Awards sported some amazing earrings, many styles of which popped brilliant color.

Necklines were clean, with strapless and single shoulder gowns the "it" style in bright hues ranging from deep blue and violet to coral and green, as well as shiny metallics. Trendy dresses trailed the carpet in draped, ruche, twisted, and wrapped designs for a Hollywood goddess look that was simply beautiful.

The heat in Los Angeles was certainly a factor in how celebs dressed this year, with many actresses wearing their hair in updos to keep damp locks off their jewel-barren necks. To accessorize, red carpet divas opted instead for chandelier-style or big drop earrings to rock some bling.

Carrie Ann Inaba, host of TV Guide Network's red-carpet show, hailed jewelry the highlight of style trends among attending glitterati. "I did see a little more glitter and glamour out there, which I love," she reported, noting that there were some great big chandelier earrings dusting bare shoulders in the crowd.

Ear This

But celebrities wishing to buck the expected white diamond look in chandelier earrings expressed their individuality by injecting bright color in the mix. Among the most interesting chandeliers were flaunted by "The Insider" co-host Lara Spencer in turquoise and pink tourmaline, and "Extra" correspondent Lauren Sanchez in turquoise and gold—both by Neil Lane. Spencer also wore a turquoise and pink tourmaline cuff bracelet and pink tourmaline ring, and Sanchez sported a turquoise and gold knuckle buster—all ala NL.

Drops were big, too! Ranking favorites include the 15 carats of unheated ruby drop earrings by Lorraine Schwartz that "The Closer" star Kyra Sedgwick wore against her blush pink L'Wren Scott one-shoulder gown. The 11-carat unheated ruby ring by LS that she also had on wasn't too shabby either! A classic staple with a twist, Padma Lakshmi of Bravo's "Top Chef" wore gold hoops with a double row of garnet briolette drops from her new jewelry line called "Padma".

Other colorful lobe knockers were worn by "CSI Miami" star Eva La Rue in sizzling fire opal; "True Blood's" Carrie Preston in golden citrine; actress Sharon Lawrence in cool aquamarine (and awesome moonstone platinum ring); Karina Smirnoff of



“Dancing with the Stars” in green beryl—all by Erica Courtney; and Jane Lipsitz of “The L Word” in dreamy blue topaz by Chad Allison.

Top trendsetter, supermodel Heidi Klum was stunning in a cluster of Lorraine Schwartz jewels including earrings from the designer’s new black diamond tassel and knot collection, set with 90 carats of black diamonds. She also rocked three cocktail rings on one hand—black diamond and purple sapphire and white and black diamond, both in blackened gold, and diamond snake—all Lorraine Schwartz.

Ring True

Next to earrings, big honking rings scored high on the red carpet, most notable was the million dollar 60 carat blue sapphire ring crafted in blackened platinum by Lorraine Schwartz that “Samantha Who?” star Christina Applegate flaunted.

Other finger favorites include Kristin Chenoweth, who picked up an Emmy for her role on “Pushing Daisies” wearing a 15 carat cushion-cut aquamarine ring by Tiffany; “Fringe” star Anna Torv in huge coral and diamond gold ring by Neil Lane; and Drew Barrymore, nominated for her performance in HBO’s “Grey Gardens,” sported a 12.5mm South Sea Pearl ring embraced by 26 round diamonds totaling 46 points set in 18k-white gold by Anna Hu Haute Joaillerie.

Brace Yourself

Very rarely do you see empty wrists on the red carpet these days. A true Hollywood style staple is an armful of bracelets or one behemoth burst of sparkle in a bold cuff or bangle that most often negate the need for any other jewel.

The trend is either layered like the look actress Alicia Witt achieves with onyx and diamonds strung on platinum wrapped around her wrist and “House” star Lisa Edelstein in pearl and diamond platinum bracelets, all Neil Lane. Or one statement piece like “Gossip Girls” Blake Lively wore in a one-of-a-kind rock crystal and diamond platinum bracelet by Lorraine Schwartz.

Other bold examples: “The Office” star Kate Flannery in four strand pearl bracelet by Erica Courtney; model-turned-actress Cat Deeley in garnet and diamond platinum bracelets by Neil Lane; and Toni Collette in a 1920’s jade bead and diamonds platinum bracelet by Fred Leighton—ideal accessory next to her newly acquired Emmy for best actress in the comedy series “United States of Tara.”

Neck Tie

Although necklaces were mostly nixed for the night, those who opted to decorate their décolletage chose gemstones. Two standouts on the red carpet were “Big Love” star Ginnifer Goodwin in rock crystal and rose

gold necklace and ring by Ivanka Trump Fine Jewelry that softly picked up a hint of her violet Yves Saint Laurent dress; and Mariska Hargitay, star of “Law and Order’s Special Victims Unit”, wore a silver lamé Carolina Herrera with vintage inspired ruby and rose-cut diamond swag necklace in silver on gold by Fred Leighton.

Take Aways

- Chandelier and drop earrings of gravitas are a sure thing on the red carpet, or any carpet, especially to infuse color, elongate the neckline, and frame the face.
- Women of style have never stopped toasting the cocktail ring, especially bold styles that exalt a great gemstone center. By-the-way, it’s okay to rock several on one hand.
- Bracelets have remained a favorite accessory on the red carpet for stars who opt for either one bold piece or to layer different styles.
- Black and white motifs have been especially popular in diamonds, gems like onyx and rock crystal and pearls.
- Favorite colors include shades of blue, purple, coral to red, and green. In gems think sapphire, turquoise, amethyst, garnet, tourmaline, coral, and jade.

To see the seasons hottest looks log on to www.addmorecolortoyourlife.com.▲



From left to right:
 • Ginnifer Goodwin courtesy of Ivanka Trump Fine Jewelry
 • Mariska Hargitay courtesy of Academy of Television Arts and Sciences
 • Kristen Chenoweth courtesy of PGI
 • Heidi Klum courtesy of Academy of Television Arts and Sciences
 • Toni Collette courtesy of PGI
 • Tracy Pollan courtesy of Academy of Television Arts and Sciences
 • Christina Applegate courtesy of Academy of Television Arts and Sciences

MEMBER PROFILE: OMI NAGPAL



Armed with an engineering degree, faith and just a few dollars in his pocket, Omi Nagpal landed in New York in 1975. With his wife Preeti and his two-year old son, Niveet, in tow, they settled into a small apartment in Queens, New York. Nagpal worked for a computer company in the World Trade Center selling computers door to door. The computer salesman wanted more. Nagpal had always wanted to have a business of his own, so when an opportunity arose, he jumped on it. The ambitious Nagpal headed west to Los Angeles and opened an office selling colored gemstones. The main reasons for the move to Los Angeles were the climate, proximity to Asia and the ease of starting a business in a smaller market.

When Omi started in the business he didn't know the difference between a ruby and a sapphire. Preeti, however, had some experience working with gemstones. Her family was involved in the business for generations. In the early 1900's her family obtained land rights in Mogok, Burma by the British. They actively mined the land for the legendary Rubies until the Japanese invasion of Burma in the early 1940's. Together, Omi and Preeti opened their office in 1978 and eventually started Omi Gems in March of 1985.

Omi learned quickly and frequently traveled around the world sourcing gemstones for their business. As the business grew he hired more employees and strengthened his ties with suppliers and cutters around the world. He realized early that his relationships and the trust he built up, with suppliers and customers alike would

be the life blood of his business.

Omi Gems has always been at the forefront of introducing new gemstones. From tanzanite to pink sapphire, Nagpal has continued to stay abreast of mining developments. Today, since a large amount of the manufacturing business has moved overseas, Omi Gems deals in larger, finer quality gemstones. They specialize in ruby and sapphire, but also carry a large variety of other gemstones including tourmaline, spinel and alexandrite. The latter gemstone is one of Omi's favorites and also a specialty that the company is known for. "When business stagnates, I look for a new product and build an awareness that was not there. It also helps that we found the right supply."

Another challenge that Nagpal identified was shrinking consumption. To combat this issue; he recommends aggressive marketing to increase your shares in the business.

"During these tough economic times it's important to get back to basics. It's a time to reflect on what made us successful in the first place, what we truly love about what we do."

Omi Gems believes in complete disclosure of treatments and running an ethical business. The family-owned business has been supplying the industry with colored gemstones for over 25 years—coloring the world one gemstone at a time.



After earning a business degree from the University of Southern California and a G.G. from GIA, Omi's son Niveet joined the business in January of 1997. "Niveet has been instrumental in our marketing efforts, enhancing the Omi Gems brand and image. He has also used technology to make our business more organized and efficient," states Nagpal. Niveet is also involved in buying and selling gemstones, he frequently travels around the world visiting suppliers and clients.

"Working with my dad is great," exclaimed Niveet. The father and son are similar in many ways, but there are plenty of differences that make for a good fit. Omi has given Niveet the freedom to succeed and learn from his mistakes. The duo continues to learn from each other. "It has definitely made us even closer and that's one of the main reasons I joined the business," said Niveet.

After years of resisting, and at the request of many retail customers, Omi Gems started manufacturing a line of fine jewelry about three years ago. The line is mainly designed and manufactured in Los Angeles, most of the pieces are one-of-a-kind and many of them are hand-made. "The line has been successful and has given us a new vehicle to sell our colored gemstones. The majority of our business is still loose colored gemstones; the jewelry line will grow slowly depending on market demand," states Omi.

Omi also served on the American Gem Trade Association Board of Directors for over 10 years including a stint as Vice President. He

served on and headed many committees and was instrumental in the hiring of Douglas Hucker as the Executive Director. Omi was bestowed the nickname "Omi-Wan" (after a Star Wars character named Obi-Wan Kenobi) because of his demeanor and his diplomatic ways of dealing with the Board. His time on the Board was a rewarding experience. Through his involvement, he was able to get a look at what goes on behind the scenes and gain a better understanding of the Board and Member interaction.

Omi Gems has a passion for what they do, and they are passionate about their employees. "They are like our family, and they have been very loyal and important to our company," said Omi. Evan Caplan has been with the company since 1999, "His wealth of knowledge and experience has been very helpful in the expansion of Omi Gems."

These days Omi is still active in the business, he still travels and works 4 to 5 days per week but much less than before. He spends many hours on the golf course, playing at least 3-4 rounds of golf per week. His golf game is similar to how he runs the business—trying to avoid the traps with well-planned strokes.

To learn more about Omi Gems, visit him at the upcoming AGTA GemFair™ Tucson and www.omigems.com. ▲

Images from left to right:

20.06 ct. Ceylon Sapphire, 5.98 ct. Brazilian Alexandrite, 3.02 ct. Burmese Ruby Ring and a 21.07 ct. Spessartite Garnet

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