

GemFair Tucson Corundum Conference: EDUCATION & DISCUSSIONS REGARDING CORUNDUM

continued from page 2

One of the companies taking the lead after the Corundum Conference is Chanthaburi Gem & Jewelry Association (CGA). CGA has formally agreed to disclose the use of beryllium to enhance color. On February 19, 2003 in a landmark decision, the 60 association members present agreed unanimously that:

- Chrysoberyl is being intentionally added to crucible during the new heat treatment to enhance color in corundum.
- All CGA members are obligated to disclose and differentiate the new treatment when selling to customers.

Beginning February 24, 2003 all CGA members will be accountable

for strictly adhering to this new disclosure policy for use in all customer transactions regarding the new treatment. Standing behind its new disclosure policy, members present at the meeting decided any member failing to adhere to the full disclosure system would be expelled from the CGA.

Along with its full disclosure policy, CGA has issued a new Disclosure System:

- N Natural Unheated Corundum
- E Thermal Enhancement
- A Thermal Enhancement Of Corundum Together With Other Minerals In An Environment That Allows Inducing Of Beryllium And Other Elements Into Corundum
- T Treatments

For more information regarding the Corundum Conference or the outlined procedures for disclosing the treatment to certain corundum and corundum jewelry products for sale in the United States, please contact AGTA at 800-972-1162 or log on to our website at www.agta.org.▲

New AGTA Members

▲ Firm Members

Arise International Inc.
Ashvin Patel
New York, NY

▲ Affiliate Members

Benchmark Diamonds
Tricia Samet
Palo Alto, CA

Clyde Duneier Inc.
Dana Duneier
New York, NY

Impressions, Ltd.
Bob Pratsch
Suamico, WI

Kasson Jewelers
Alan Kasson
Southport, CT

Lux Bond & Green
John A. Green
West Hartford, CT

Unique Gems & Jewelry
Gul Beekzad
Fremont, CA

▲ Student Affiliate Members

Melodie Ono Jackson
Mesa, AZ

Patricia A. Cole
Plano, TX

AGTA Celebrates the 20th Anniversary of the Spectrum Awards

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(E) Combination – A gemstone design incorporating two or more lapidary techniques, including concave faceting.

(F) Objects of Art – Carvings, bowls, sculpture, intarsia, etc. of gem materials not intended to be worn. These may or may not incorporate metal, wood or other non-gem materials as base, frame or decorative component.

Category C, D, E & F entries in the Cutting Edge portion of the competition must have been created and submitted by North American

lapidaries. They will be evaluated by a panel of distinguished industry judges on the basis of originality, overall beauty, quality and technique of lapidary work, and quality and rarity of the gem material.

The deadline for entry is September 22, 2003 and the competition will be held in October 2003. Entry forms will be mailed to all members. They are also available on our website (www.agta.org) or by calling 800-972-1162. Winning entries will be displayed at the AGTA GemFair Tucson, February 4-9, 2004 and the 2004 JCK GemFair in Las Vegas.▲

Prism

NEWSLETTER OF THE AMERICAN GEM TRADE ASSOCIATION

SPRING 2003:

2003 AGTA
TUCSON GEMFAIR

AGTA SPECTRUM
& CUTTING EDGE
AWARD WINNERS!



AGTA SPECTRUM AWARD WINNER
THIRD PLACE — EVENING WEAR CATEGORY



From the President

Dear Members:

I hope you all had a good to great Tucson show. Most of those that I spoke with seemed quite pleased. I wanted to thank all of you who participated in this past AGTA election, as the voter turnout was greater than any past election. I look forward to working with the new Board.

Our precious gemstone market has had its challenges over the past three years and it looks like we are going to have some new ones this year. As always, AGTA, its Board, members and individual companies, will need to deal with these. In addition to dealing with current events that arise, there are certain broad fundamental

issues I hope to stress:

- 1) Make AGTA members the suppliers of choice at the wholesale level and the affiliate retail members the retailers of choice. We have a lot of very positive points of membership and we should actively promote these points and, thus, our members.
- 2) Increase the awareness and desirability of precious gemstones to the consuming public. We will try to build knowledge, trust and emotional attachments with the people who really are our business. This, in turn, would help grow the entire precious gemstone market.
- 3) Find ways to team with other like-minded groups in the luxury product market. We sell a luxury product which is manifested in precious

gemstones, but from an emotional level, we are selling romance, excitement and love. This is what motivates the jewelry consumer to acquire our products.

- 4) Do my best to make membership in AGTA inclusive, exciting, enjoyable and fun, as well as financially beneficial.

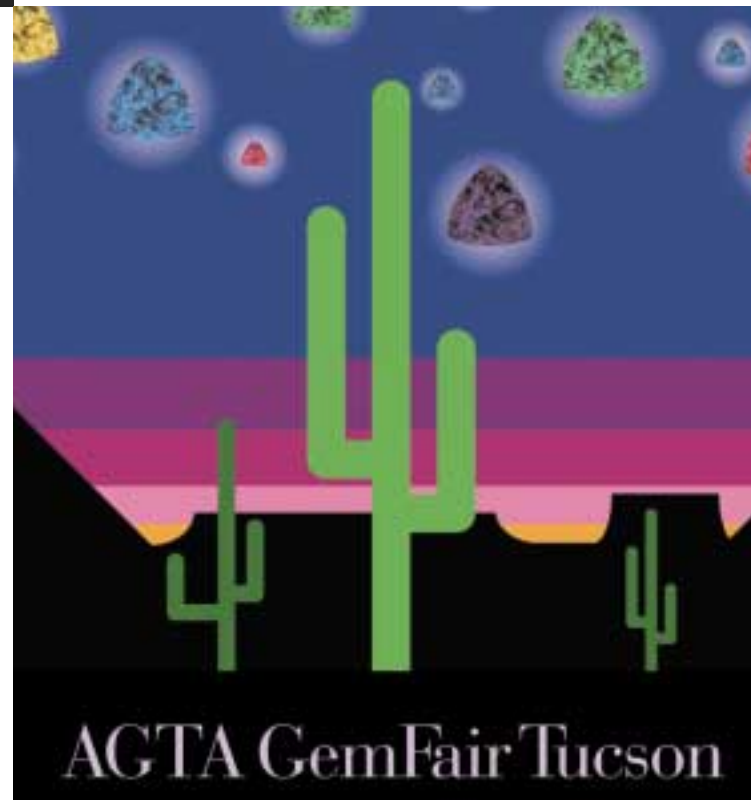
Sincerely,



Eric Braunwart
President, AGTA



ERIC BRAUNWART
PRESIDENT, AGTA



Nearly 10,000 buyers from all facets of the jewelry industry converged on the 2003 AGTA GemFair Tucson February 5-10, at the Tucson Convention Center, Tucson, Arizona.
The six-day show allowed exhibitors and buyers alike an opportunity to experience the largest natural colored

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From the Executive Director

Dear Members:

While most people consider January 1st the start of the New Year, most AGTA members arguably consider the Tucson GemFair as the kickoff of the season. If the success of this year's show is any indication, there appears to be a solid return of vitality to the natural colored gemstone and cultured pearl business. Not only did we enjoy the largest buyer attendance ever (over 9,600 registered buyers) but upbeat attitudes and aggressive buying characterized the event. Many of our exhibitors remarked that this year was one of the best GemFair in memory. Our seminars were heavily attended and the GTC mobile testing facility enjoyed record success.

The focus of this year's GemFair was the Corundum Conference. Our GemFair educational program included a variety of seminars addressing new corundum sources, recent developments and innovative new marketing strategies. One panel discussion, The Beryllium Diffusion Coloration of Sapphire, provided attendees with the results of exhaustive research, done by a collaboration of international laboratories, into one of the more controversial subjects of the last eighteen months. An international

contingent of corundum dealers, manufacturers, prominent retailers and representatives of every major industry association attended our Corundum Task Force meeting. The results of this meeting were extremely positive in uniting our industry in its commitment to full disclosure and consumer protection. The results of this meeting and the joint resolution it produced are detailed in the Corundum Conference article in this newsletter.

They say that everyone loves to share in success and this holds true with our GemFair. Representatives of the City of Tucson, including the Mayor, City Manager, Directors of the Tucson Visitor and Convention Bureau and the management of the Tucson Convention Center, expressed their satisfaction in glowing terms. In post show meetings the City of Tucson has communicated a strong resolve to commit resources and to partner with the AGTA to aggressively promote the GemFair and the City of Tucson to members of our industry. This cooperation will include custom mailings, email contact and the development of



DOUGLAS K. HUCKER
EXECUTIVE DIRECTOR, AGTA

GemFair Tucson Corundum Conference: EDUCATION & DISCUSSIONS REGARDING CORUNDUM

The 2003 Corundum Conference, held during GemFair Tucson, was successful in developing a disclosure strategy to maintain the integrity of the United States marketplace. The American Gem Trade Association, Jewelers of America, American Gem Society and Jewelers Vigilance Committee worked together to outline a clear and accurate disclosure policy for certain corundum and corundum jewelry products for sale in the United States.

The Corundum Conference recognized that:

- The international scientific and gemological communities have confirmed the "new" treatment being used on certain corundum is a diffusion (bulk/lattice) treatment. The additives being used create new and alter existing colors.

- According to Federal Trade Commission Guidelines and industry practices, this treatment must be disclosed at point of purchase by all sellers, to all buyers, at all levels of the trade.
- Due to the lack of consistency and/or uniformity coloration of some stones, re-cutting and polishing could

impact color, creating increased concern for the consumer in terms of care requirements.

- Based on these concerns, buyers of corundum should consider establishing written vendor agreements stipulating a requirement for such disclosure and further requiring the right to return of material subject to this treatment not disclosed at the time of sale.
- U.S. laboratories, which are engaged in research on this matter and are cooperating with the international gemological community, are committed to continue efforts to identify this treatment, support the trade and protect the consumer.

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gemstone show in the world.

It's no surprise GemFair attracted thousands of buyers. With 363 exhibiting companies showcasing natural colored gemstones, cultured pearls, designer jewelry, manufactured lines, tools and equipment, there were plenty of treasures to be discovered and purchased.

The show was significantly up in attendance over the 2002 AGTA GemFair Tucson. "AGTA GemFair was a success in



every way," said Douglas K. Hucker, Executive Director of the AGTA. "Color is hot on the fashion runway and that excitement was evident in the aggressive buying being done at this show."

"We simply had a great GemFair experience. We are definitely looking forward to next year!"

— Eric Braunwart of Columbia Gemhouse

Companies exhibiting in the GemHall, Arena and Galleria could not contain their excitement about how much this year's increased buyer traffic generated increased business over years past. Eric Braunwart of Columbia Gemhouse said, "GemFair exceeded our expectations this year! Confidence in color is stronger than ever." He continued, "We simply had a great GemFair experience. We are definitely looking forward to next year!"

Attendees of AGTA GemFair Tucson had the opportunity to do more than just buy at this year's show. The seminar program offered the opportunity to learn from and network with peers and colleagues, ask questions and take home useful and practical information that can be put to use immediately.

Seminars included practical bench techniques, effective sales and marketing strategies, financial management in today's economy and industry trends.

SPECIAL EVENTS

Exhibitors, buyers and industry professionals did get some time to relax and network before and during



GemFair Tucson. AGTA hosted the Annual Coyote Classic Golf Tournament benefiting Special Olympics. Sixty-eight golfers participated in the event at Dell Urich Golf Course at Randolph Park.

Nearly 400 people gathered for the AGTA Dinner Dance and Awards Gala on Saturday, February 8th. Guests enjoyed a fabulous night full of Brazilian-style food, spirits and live entertainment. A highlight of the evening was the awards presentation to honor Maurice Shire, who received the inaugural Leon Ritzler Memorial Honorary Membership Award. The 2003 Spectrum and Cutting Edge Award winners were also recognized at the gala.

We look forward to seeing you in Tucson next year!▲

2003 – 2004 Show Dates
(Including AGTA Pavilions)

JCK/GemFair Las Vegas	May 29-June 2, 2003
JA New York	July 27-30, 2003
AGTA GemFair Tucson	February 4-9, 2004

AGTA Celebrates the 20th Anniversary of the Spectrum Awards

The AGTA is celebrating the 20th Anniversary of the Spectrum Awards and is now accepting submissions for the 2004 Spectrum and Cutting Edge Awards competition.

This year, we encourage you to join other talented designers in a contest of workmanship, creativity and innovation.

Hailed as North America's premier colored gemstone jewelry design competition, the AGTA Spectrum Awards is renowned for its artistic excellence and remarkable display of style. Entries in the **Spectrum Awards** will be evaluated by a panel of distinguished industry judges on the basis of overall beauty and wearability, innovative design, effective use of materials, quality of gemstones, quality of workmanship, broad-base consumer appeal and potential to generate positive publicity for natural colored gemstones. **Spectrum Award categories include Bridal, Business/Day, Casual, Men's and Evening Wear.**

All designs that qualify for the Spectrum Awards competition will be considered for **Manufacturing Honors**. This award celebrates outstanding use of colored gemstones and cultured pearls in jewelry appropriate to be manufactured in production quantities.

Platinum Honors, sponsored by the Platinum Guild International USA

(PGI), honors innovative jewelry designs incorporating a minimum of 75% of the design's metal(s) in either 90% or 95% platinum. The design may also incorporate gold accents. Spectrum Awards entries meeting these requirements will automatically be qualified for "Platinum Honors" judging.

Exciting Changes Made To Cutting Edge Awards Competition

We are excited to announce changes to our Cutting Edge Awards competition. Cutting Edge Awards honor excellence and creativity of the lapidary arts, including natural colored gemstones and cultured pearls, carvings, other gem materials and objects of art in North America. Through the Cutting Edge Awards competition, the AGTA intends to increase interest in natural colored gemstones and cultured pearls.

As members of the AGTA, we encourage you to enter the Cutting Edge Awards this year. We have updated the competition so more

of our members have the opportunity to enter and win.

The NEW Cutting Edge categories include:

(A) Open Category

1. *Classic gemstones* – Limited to outstanding examples of ruby, emerald and sapphire with traditional gemstone cutting techniques.

2. *All other faceted gemstones* – Open to outstanding examples of any gemstone that is faceted with traditional gemstone cutting techniques.

3. *Phenomenon gemstones* – Open to outstanding examples of any phenomenon gemstone with traditional gemstone cutting techniques.

(B) Pairs & Suites – Two or more gemstones to be judged as a set.

Category A & B entries in the Cutting Edge portion of the competition may have been created anywhere in the world, but must be submitted by North American companies. They will be evaluated by a panel of distinguished judges

on the basis of overall beauty, quality and technique of lapidary work, and quality and rarity of the gem material.

(C) Faceting – Innovative flat faceting.

(D) Carving – Carving of any natural gem material in any style.



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2003 AGTA Spectrum Award Winners



SPECTRUM – BEST OF SHOW

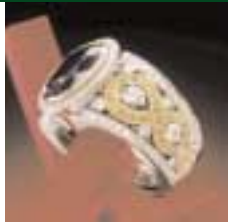
Alan Friedman
Alan Friedman Co.



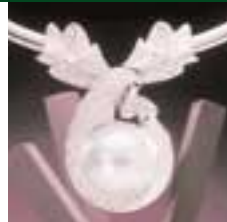
SPECTRUM – BEST USE OF COLOR

Jeffrey Krasner
Ballerina Gem Co. Inc.

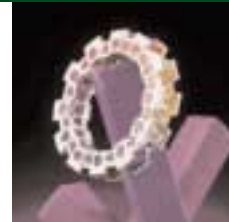
SPECTRUM – BRIDAL WEAR CATEGORY



FIRST PLACE
Alan Friedman
Alan Friedman Co.



SECOND PLACE
Ziad Noshie
Almaza Jewelers



THIRD PLACE
Jeffrey Krasner
Ballerina Gem Co. Inc.



HONORABLE MENTION
Burdett Wilkins
BAM Designs By Burdett

MANUFACTURING HONORS
Paul Derrickson
Jeweler's Touch

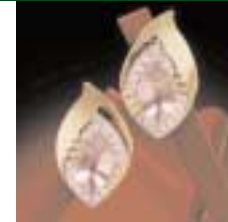
PLATINUM HONORS
Mark Schneider
Schneider Design Studio

PLATINUM HONORS
Lee Charles Buckingham
Neiman Marcus

PLATINUM HONORS
Alan Friedman
Alan Friedman Co.



SPECTRUM – BUSINESS/DAY WEAR CATEGORY



FIRST PLACE
Robert Ackermann
Robert Ackermann Inc.



SECOND PLACE
Cathleen Bunt
Cathleen Bunt - Fine Art Jewelry



THIRD PLACE
Rita Hyams
Designs by Rita Hyams



HONORABLE MENTION
Beth Neufeld-Shutt
Neufelds Glendora Promenade

MANUFACTURING HONORS
Aaron Furlong
Aaron Henry Designs



PLATINUM HONORS
Jack Demerjian
J. Demere Designs



PLATINUM HONORS
Kenneth Gehrkens
Gehrkens Fine Jewelry & Design



PLATINUM HONORS
Joseph DeBella
deBella Fine Gems & Jewelry Arts



SPECTRUM – CASUAL WEAR CATEGORY



FIRST PLACE
Mark Schneider
Schneider Design Studio



SECOND PLACE
Garo Demirjian
Demirjian Jewelry Design



THIRD PLACE
Claudia Endler
Claudia Endler Designs



MANUFACTURING HONORS
Melanie Williamson
Gemesis Jewelers

PLATINUM HONORS
Apichart Warrachart
isra



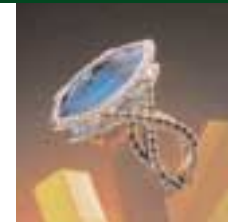
PLATINUM HONORS
Gary Dulac
Gary Dulac Goldsmith



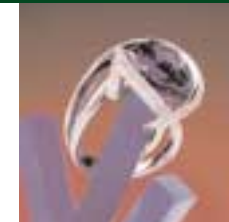
PLATINUM HONORS
Mark Schneider
Schneider Design Studio



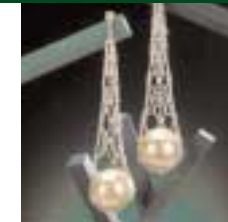
SPECTRUM – EVENING WEAR CATEGORY



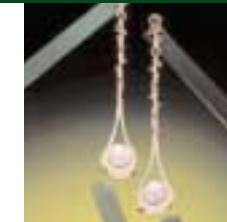
FIRST PLACE
Wilfried Kowallik
Silverhorn



SECOND PLACE
Mark Schneider
Schneider Design Studio



THIRD PLACE
Holly Craft
For Lily



HONORABLE MENTION
Ernesto Moreira
Ernesto Moreira Inc.

MANUFACTURING HONORS
Jack Demerjian
J. Demere Designs



PLATINUM HONORS
Tracy Rose
Gallery Flux



PLATINUM HONORS
Mark Schneider
Schneider Design Studio



PLATINUM HONORS
Holly Craft
For Lily



2003 AGTA Spectrum Award Winners

SPECTRUM – MEN'S WEAR CATEGORY



FIRST PLACE
Ray Zajicek
Equatorial Imports, Inc.



SECOND PLACE
Khai Le
Charles Koll Jewellers



THIRD PLACE
Christo Kiffer
Christo Kiffer Designs



HONORABLE MENTION
Mark Schneider
Schneider Design Studio

MANUFACTURING HONORS
Khai Le
Charles Koll Jewellers



PLATINUM HONORS
Khai Le
Charles Koll Jewellers



PLATINUM HONORS
Mark Schneider
Schneider Design Studio



2003 AGTA Cutting Edge Award Winners

A – CLASSIC GEMSTONE



FIRST PLACE
Allen Kleiman
A. Kleiman & Co.



SECOND PLACE
Ray Zajicek
Equatorial Imports, Inc.



THIRD PLACE
Allen Kleiman
A. Kleiman & Co.

B – FACETING



FIRST PLACE
John Dyer
Precious Gemstones Co.



SECOND PLACE
David Clay Zava
David Clay Co.



THIRD PLACE
John Dyer
Precious Gemstones Co.

C – CARVING



FIRST PLACE
Glenn Lehrer
Glenn Lehrer Designs



SECOND PLACE
Krista McMillan
Dust Devil Mining Co.



THIRD PLACE
Krista McMillan
Dust Devil Mining Co.

We encourage you to be a part of the prestigious 2004 Spectrum and Cutting Edge Awards and imagine your winning design on these pages next year. For more information on the 2004 Spectrum and Cutting Edge Awards Entry Form please contact the AGTA at 800-972-1162 or visit www.agta.org

D – COMBINATION



FIRST PLACE
Michael Dyber
Ledge Art Studio



SECOND PLACE
Michael Dyber
Ledge Art Studio



THIRD PLACE
Christopher Wollsborg
Colored Creations



HONORABLE MENTION
Mark Gronlund
Mark Gronlund



FIRST PLACE
Stephen Avery
Stephen M. Avery



SECOND PLACE
David Clay Zava
David Clay Co.

Helpful Trade Show Hints

Are you aware of all the challenges you face when exhibiting your natural colored gemstones, cultured pearls and finished jewelry at an industry trade show? For example: **it only takes 4.8 seconds for a buyer to pass by a 10X10 booth.**

Buyers are exposed to hundreds of exhibits, all in just one day. While you can meet anywhere from 60 to 100 potential buyers in a day, that only leaves you with about three to five minutes to spend with each one of them.

These facts may appear to make exhibiting in a trade show an overwhelming experience, but there is no need to panic. Following these helpful hints will ensure you have a successful show every time you exhibit.



PLAN A PRE-SHOW MEETING

Gather all your staff members who will be working at the trade show to discuss and plan your show objectives. Try to answer several, if not all, of these questions during your pre-show meeting: What are your goals for the show? Who is your target audience? What are they currently looking for? How will you measure your results?

FOLLOW THE THREE STEP TRADE SHOW PROCESS: ENGAGE, QUALIFY, PRESENT & CLOSE

- 1. Practice Engaging Lines.** 55 percent of your message is non-verbal, so prepare a list of engaging lines and common objectives, then practice each. Are you at a loss for ideas on how to engage buyers? Here are some lines to use: "Thanks for visiting our booth, what prompted your interest?" "What brought you to this show?" "Are you familiar with our gemstones/jewelry?"
- 2. Practice qualifying questions.** Find out what your buyers want and what they need. If a prospect has need, buying influence and resources to buy, they have a high potential of making a purchase. Remember, you only have three to five minutes to qualify a buyer, so talk only 20 percent of the time and spend the other 80 percent listening to the buyer's needs and wants.
- 3. Close to the next step.** Establish techniques to gracefully remove yourself from any conversation. Make sure to end the conversation with a qualified buyer by obtaining contact information you can use after the show to follow up. End a conversation with an unqualified buyer with a simple "Thanks for stopping by, hope to see you next year."

STAFFING DO'S AND DON'TS

Do

- Wear your badge on the right side
- Be assertive
- Smile
- Thank buyers for visiting
- Listen
- Know your product

Don't

- Drink, smoke, eat or read
- Sit
- Chat non-stop with other staff
- Leave the booth unattended
- Use negative body language

EXECUTE A FOLLOW-UP PLAN

Follow up with all potential buyers no later than two weeks after the show ends. Organize your follow-up plan before you begin, by giving each prospect you want to contact a number. Start by assigning the number one to the buyer with the most potential for making a purchase and proceed down your list. You may want to make personal calls to the first 20 on your list, email the next 20-30 and send a letter to the last group on your list.

ALWAYS REMEMBER THE FOUR DEADLY SINS OF TRADE SHOW SELLING

1. Tell instead of sell
2. Try to do too much
3. Ignore buyers' wants
4. Not responding to the wants with benefits ▲

AGTA's New "Gem Day" at GemFair Las Vegas

This year at the JCK Las Vegas Show, the American Gem Trade Association will feature a Gem Day on Thursday, May 29, 2003. Gem Day was created to attract more buyers into the AGTA GemFair Cultured Pearl and Jewelry Pavilion at the JCK Las Vegas Show. With the AGTA Pavilion opening a day earlier than the rest of the JCK show, AGTA wanted to let buyers know they could shop early for the best selection. As the marketplace for natural colored gemstones, cultured pearls and designer jewelry, the AGTA Pavilion offers buyers five days to shop what will be the most productive and profitable week of their entire business year.

GEM DAY HIGHLIGHTS:

- A buyer reception offering complimentary wine, beer and light hors d'oeuvres will be held on Thursday, May 29th from 2:00pm-4:00pm.
- Three drawings for fantastic prizes including airfare and hotel stay to JCK Las Vegas 2004 or \$2,000 cash.
- A 12:00pm lecture by Jeffrey Post, Ph.D., Curator of the National Gem Collection of the Smithsonian Institution.
- Seminars focusing on color and fashion presented by industry leaders on both Wednesday, May 28th and Thursday, May 29th.

AGTA PAVILION HIGHLIGHTS:

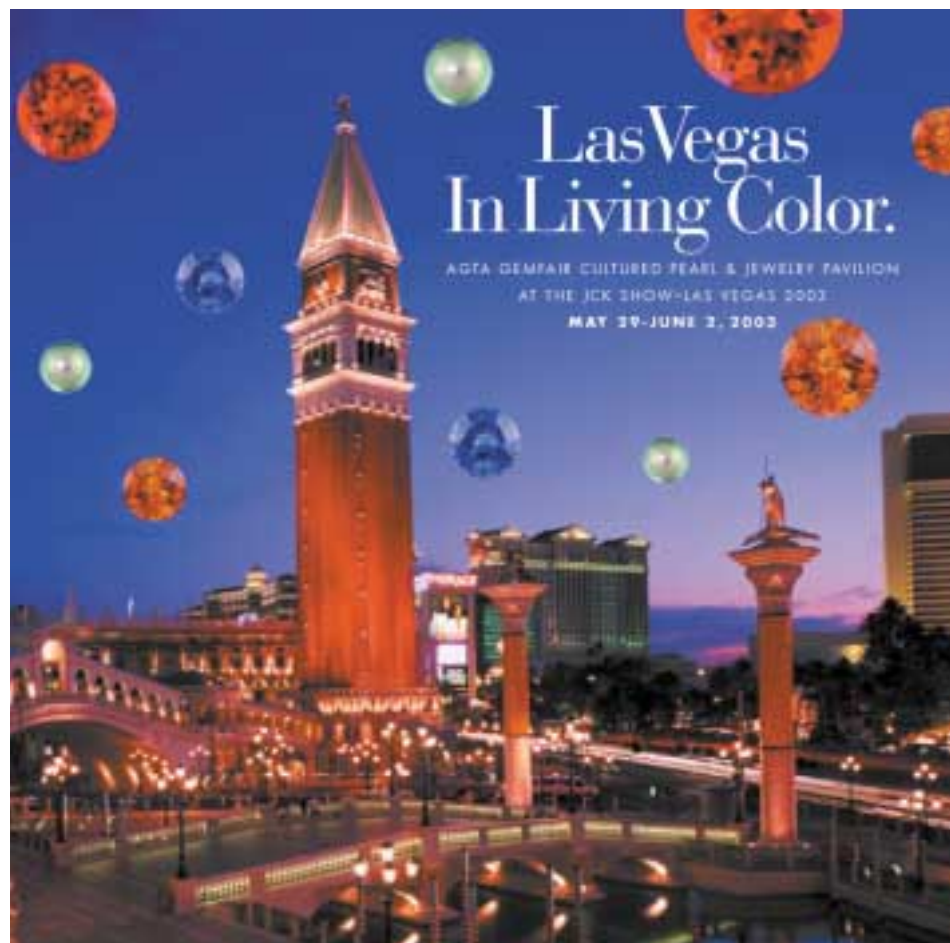
- The AGTA Windows of Color Café will be available in the AGTA Pavilion beginning on Gem Day and will feature delicious food,

including Kosher offerings, from the Venetian Hotel.

- A drawing for \$1,000 will be awarded on Monday, June 2nd.
- The AGTA Pavilion will be open one day before the main JCK Show on Thursday, May 29, 2003 and closes one day before the main show on Monday, June 2, 2003.
- The AGTA Pavilion opens at 10:00am on Thursday, May 29th and 9:00am on May 30th-June 2nd, one hour before the main show. Stop by, browse and enjoy a complimentary danish and cup of coffee.

AGTA wants to make your experience as an exhibitor at GemFair Las Vegas a profitable one. We are offering Gem Day and the other fantastic prizes to attract more buyers to the AGTA Cultured Pearl and Jewelry Pavilion, to help increase your sales. To help meet our objective, we ask exhibitors to refrain from registering to win the prizes being offered throughout the week. We look forward to seeing all exhibitors at the 2003 AGTA Cultured Pearl and Jewelry Pavilion and hope everyone has a successful show.▲

AGTA GemFair LAS VEGAS
May 29-June 2, 2003 Join Us In The Cultured Pearl & Jewelry Pavilion



Why Update Your Electronic Source Directory?



Have you ever met a news junkie? It seems that they always want the latest update on what is going on in the world. The need for current information has never been greater than in a day and age where change occurs by the minute.

Newsletters like the AGTA's *Prism & NewsFlash* are a great way of getting your association updates. As a matter of fact it is interesting that the word UPDATE can either be a noun or a verb. As a noun it can mean current information, up-to-date version, revision, latest report or the scoop. When using the word as a verb, it means bring up-to-date, renew, refresh, restore or modernize.

One of the reasons the AGTA developed the electronic membership directory that sits on the PC desktop was that it delivers a means for simple updates. Updates to the AGTA electronic directory are simple and fast. It is important to click the update button located in the bottom left-hand corner of your directory. Another way is to click the "yes" button when the update reminder appears on your screen.

The AGTA electronic directory serves as a great way to drive people to your current products, email, or website. In addition, it is a simple link to sending you orders. Should any of your contact or office information change, the electronic directory has the ability to stay refreshed. Unlike printed directories that are quickly outdated and cannot be changed, the AGTA electronic directory provides you and your clients with fresh information.

When you click the "UPDATE" button, you will be prompted to either connect to the Internet through your dial-up connection or with your high-speed connection if

you are already on-line. This process is simple and should be followed at least once each month. Once you've downloaded the update, close your directory and re-open it and the update will install. This process is much like the process you use for updating your Norton AntiVirus, Quicken, or Turbo Tax.

By clicking on the "UPDATE" button, it does several things for you. First, you stay current with information regarding new members in your service areas. Second, you will stay current with your AGTA connections. You will be able to stay in direct contact with your board members by clicking on their current e-mail address and keeping open communications. As a member, "UPDATE" lets you stay current and in touch with the AGTA.

Why should your clients UPDATE? Updating keeps clients current with your latest information. At the same time, it gives the AGTA the opportunity to receive basic data mining information on their usage of the electronic directory. This is important because it enables the home office and board to make business decisions that positively impact your business. Knowing how a client utilizes AGTA resources reinforces the board's ability to make decisions that grow your business.

If you have not clicked UPDATE in the last month, do so today. It is simple and easy, and will make sure that you have the latest scoop by bringing your desktop up-to-date. If you have questions on how to use the directory or would like a CD to install the application on your PC, feel free to contact the home office. They will be more than glad to assist you.▲

From the Executive Director

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multimedia presentations designed to encourage more and better customers to attend future AGTA GemFairs.

I would like to think that a great measure of the success of this year's GemFair was the result of our greater focus on promoting GemFair, our exhibitors and the products that they sell. Our newly elected Board of Directors has already expressed their commitment to pursue even more aggressive promotional efforts. With this resolve, and the renewed

support of our growing membership, I look forward to an increasingly rewarding year for the AGTA and the colored gemstone industry.

Sincerely,

Douglas Hucker
Executive Director, AGTA