

# Prism

NEWSLETTER OF THE AMERICAN GEM TRADE ASSOCIATION

SPRING 2005

## **AGTA GemFair Tucson**

RECORD ATTENDANCE MAKES FOR  
PREMIER EVENT

## **AGTA GemFair Las Vegas**

SPECIAL SHOW DATES AND HIGHLIGHTS  
JUNE 2-6, 2005

## **Oscars 2005: The 77th Annual Academy Awards**

## **2005 AGTA Competition Winners**

CUTTING EDGE AWARDS  
SPECTRUM AWARDS



# From the Executive Director

There is no doubt that as an organization, AGTA's kick-off event each year is the Tucson GemFair. For many of us, the success of this show can be a clear indication of how the remainder of the year will progress. One primary goal of our staff is to ensure that the GemFair is well attended. Certainly our efforts were rewarded as buyers flocked to Tucson in record numbers, resulting in our second-best attendance record in history. Much of this success can be attributed to the growing awareness within our industry of the explosive popularity of color in fashion.

As part of our commitment to continual improvement of our show, we introduced the expanded "Spectrum of Design" pavilion in the ballroom, showcasing over fifty of the country's top colored gemstone and cultured pearl designers and manufacturers. By all accounts, the pavilion was a roaring success. Another well-received feature was our Member Lounge. In its second year, the lounge provided members a quiet, comfortable area to catch their breath, enjoy some light refreshments, access email and plan their strategy for shopping the show. With all of the frenzy that typically accompanies the show, our members appreciated the relaxing atmosphere provided by this lounge. The Tucson GemFair continues to be the global showcase event for colored gemstones, and drawing more and better buyers to the event will remain a core part of our promotional efforts throughout the year.

In our continued efforts to promote our products to the consumer by refining and improving our *Add More Color To Your Life* campaign this year we introduced our consumer website, [addmorecolortoyourlife.com](http://addmorecolortoyourlife.com). The

website, designed to excite and educate the consumer about colored gemstones and cultured pearls, is visually exciting and focuses on helping the consumer better appreciate the exciting world of gems and make good decisions when they are planning to acquire them. It has also developed into an excellent tool for a retail or wholesale business to train their entry-level people and give their more experienced staff a refresher course on gemstones. We have had a significant number of visits to the site, and many of our retail members have remarked that the "retail locator" is bringing clients to their stores.

This year also marked the first presence of the AGTA in celebrity showcase events, notably the Emmy Awards and the Academy Awards. Dozens of our members participated in these two events by supplying us with a magnificent collection of colored gemstone and cultured pearl jewelry. Most recently, AGTA hosted a suite and invited celebrities, agents, stylists and publicists to peruse our beautiful collection. Many of these industry insiders expressed their appreciation of finally having a source of beautiful color jewelry to use not only for the runways but continually throughout the year. Each of our members is encouraged to participate in this ongoing program, and you can contact Elizabeth Ross at our office for details of participation.

Even as colored gemstones are enjoying a renaissance in popularity, it is critical for us to remember one of the primary reasons our clients choose to purchase from AGTA members. While the promotion of our gemstone treasures is of paramount importance to us, it is our unwavering commitment to ethical and professional business

practices that also make our clients respond. Especially today, as new and increasingly

sophisticated gemstone treatments are being introduced, it is vital for us to reaffirm our commitment. We also realize that the ultimate recipient of this disclosure must be the consumer. AGTA has just released an updated and improved version of the "Gemstone Enhancements—What You Should Know" brochure (see page 12). The brochure discusses common enhancements with the consumer in precise, user-friendly language and has proven to be an essential tool for sales associates. The brochure was introduced at the Tucson GemFair and has already sold nearly a half million copies.

As consumers continue to respond to our products, the AGTA will devote its efforts to fueling their appreciation and to tirelessly protecting the integrity of the products they are purchasing. By continuing to strengthen the appeal of colored gemstones and the importance of the AGTA and all of its components, we are confident that you, our members, will have continued success in your businesses by bringing the world's most beautiful and desirable treasures into the lives of your clients. ▲



Douglas Hucker  
Executive Director, AGTA



DOUGLAS K. HUCKER,  
AGTA EXECUTIVE DIRECTOR

# AGTA GemFair Las Vegas:

## SPECIAL SHOW DATES & HIGHLIGHTS

AGTA's GemFair Cultured Pearl & Jewelry Pavilion is the Marketplace for Natural Colored Gemstones and Cultured Pearls



## AGTA GemFair LAS VEGAS

### Special Show Dates & Highlights

**June 2-6, 2005 Join Us In The AGTA GemFair Cultured Pearl & Jewelry Pavilion**

The AGTA GemFair Cultured Pearl & Jewelry Pavilion is the best venue to buy the colored gemstones, cultured pearls and jewelry your customers can't live without. Join us and see why the AGTA Pavilion is without question the best place to discover the future and experience the best.

The AGTA GemFair Cultured Pearl & Jewelry Pavilion is located in the Venetian Hotel Grand Ballroom, adjacent to the Sands Expo Convention Center. Because the AGTA Pavilion opens one day before the main JCK Show, the AGTA wanted to provide buyers with an incentive to shop early. Once again the American Gem Trade Association will feature "Gem Day" on Thursday, June 2, 2005— giving buyers a jump-start on their buying.

### Gem Day Highlights Include:

- A buyer reception offering complimentary beverages and light hors d'oeuvres on Thursday, June 2nd from 2:00pm-4:00pm in the AGTA Pavilion.
- Seminars focusing on color and fashion presented by industry leaders on Thursday, June 2nd. Look for the jewel next to all AGTA-related events and sessions.

### AGTA Pavilion Highlights Include:

- **SPECIAL DATES AND TIMES! June 2-6, 2005.**  
The AGTA GemFair Cultured Pearl & Jewelry Pavilion opens and closes one day before the main show. Show dates and hours for the AGTA Pavilion are 10am-6pm Thursday, June 2nd and 9am-6pm Friday, June 3rd-Monday, June 6th.
- AGTA GTC Portable Lab Facility – Document your purchases with a colored gemstone report from the industry's premier laboratory.
- Complimentary danishes and coffee each morning for buyers.
- The AGTA Windows of Color Café will be open all week, including Gem Day, in the AGTA Pavilion and will feature delicious food, including Kosher selections, from the Venetian Resort & Hotel.

**For our members that don't exhibit at GemFair Las Vegas or have never been to this show, mark these dates on your calendar NOW. Advance registration ends April 29, 2005. To register, visit The JCK Shows website, [jckgroup.com](http://jckgroup.com), and complete the registration form. ▲**

# Jewelry Industry Converges on Tucson for AGTA GemFair

SHOW CLOSES ON HIGH NOTE AS ATTENDANCE HITS A RECORD HIGH

**Once again proving itself as the premier trade event for the jewelry industry, AGTA GemFair Tucson – North America's trade show for color – concluded Monday, February 7th, after six days of intensive business.**



The annual trade show, which showcases the latest in natural colored gemstones and cultured pearls, products and trends, attracted retailers, manufacturers, media and buyers from around the globe.

Preliminary attendance figures for the 2005 show indicate that over 10,000 qualified buyers converged on the Tucson Convention Center this year for AGTA GemFair Tucson.

One major highlight of this year's show was the new AGTA designer jewelry pavilion, Spectrum of Design. Just as the fashion industry looks to the hottest designers to forecast the latest trends in fashion, style-savvy retailers look to AGTA's designers to anticipate "what's next" in colored gemstone jewelry design. Nearly every buyer had something positive to say about the new pavilion and emphasized that AGTA is

committed to delivering the most creative and innovative designers in North America. The Pavilion provided a wide range of styles and price points to meet every need.

For 2005 the AGTA also expanded the Manufacturing Jewelers & Suppliers of America Pavilion. The MJSA Pavilion provided the finest technology, components and packaging solutions: quality castings, chain, computer software, displays, equipment, findings, machinery, metals, mold & model making supplies, and mountings. *AJM's* At the Bench Live Demonstrations, sponsored by MJSA, *AJM* Magazine, Otto Frei and AGTA, were held near the MJSA Pavilion. Demonstrations were held throughout the week and were conducted by some of the nation's most renowned jewelers and manufacturing experts.

Networking opportunities abounded off the show floor. To kick things off, the AGTA hosted the Annual Coyote Classic Golf Classic benefiting Special Olympics. Forty-two golfers participated in the event at Dell Urich Golf Course at Randolph Park. The winning threesome included Brant Whetstone, Gem Consultants International; Ed "Too Tall" Jones, former Dallas Cowboy; and Ron Harder, Jewelers Mutual Insurance Company.

Nearly 400 people gathered on



Saturday, February 5th for the social highlight of GemFair, the AGTA Dinner Dance and Awards Gala. The event was sponsored by The JCK Shows and the AGS. Guests enjoyed fabulous food, cocktails and live entertainment from the band Take Time. Additionally, the 2005 AGTA Spectrum Awards winners were recognized during dinner for their outstanding achievements.

The AGTA GemFair seminar program proved very popular with participants, with packed rooms and hot questions. Attendees had the opportunity to learn from and network with peers and colleagues, ask questions, and take home useful and practical information they can put to use immediately. The 35 free seminars included practical bench techniques, effective sales and marketing strategies, financial management in today's economy and industry trends. ▲



FOR FURTHER INFORMATION,  
PLEASE CONTACT:

Mary Lou Keen

Trade Show and Membership  
Manager, AGTA

3030 LBJ Freeway, Suite 840

Dallas, TX 75234

Tel: 800-972-1162 Fax: 214-742-7334

E-mail: [shows@agta.org](mailto:shows@agta.org)

Website: [www.agta.org](http://www.agta.org)

**Mark your calendar  
to join us next year  
February 1-6, 2006  
for AGTA GemFair at  
the Convention Center  
in Tucson, Arizona.**

INFORMATION ABOUT THE SHOW  
IS AVAILABLE ON OUR WEBSITE  
([WWW.AGTA.ORG](http://WWW.AGTA.ORG)) OR BY CALLING  
800-879-6259.



# Staff Changes at the AGTA Gemological Testing Center

Kenneth Scarratt, who has been the Laboratory Director since the AGTA Gemological Testing Center's formation, recently decided to leave the United States and return to his home in Thailand, where he will take up a research position with the Gemological Institute of America. Ken's last day with the AGTA GTC will be March 31, 2005. Dr. Lore Kiefert will take up Ken's position and become acting Laboratory Director on April 1st. Lore joined the AGTA GTC in February and was previously Director of the Colored Stone Department at the Swiss Gemmological Institute (SSEF), in Basel, Switzerland. Lore has brought great expertise, both in gemstone identification and origin determination, to the AGTA GTC.



Ken, who played a major role in the recent expansion and selection processes, said, "the very important staff additions and the selection of Lore as acting Laboratory Director give me the utmost confidence in the future of the AGTA GTC. Led by Lore, this team will continue to improve upon the high standards previously set by the AGTA GTC. I wish everyone involved the greatest of success."

## Dr. Lore Kiefert, Richard W. Hughes and John I. Koivula Join AGTA Gemological Testing Center



2004 saw a tremendous growth in demand for the services of the AGTA Gemological Testing Center. This new demand required a greater capacity to examine and report on the large volume of stones being submitted, and in an effort to realize this capability, the

AGTA GTC have searched the world for the best that gemology can offer.

The AGTA Gemological Testing Center is now pleased to announce a considerable expansion to its highly qualified team of gemologists and support staff. The AGTA and the AGTA GTC are very pleased to welcome three internationally renowned gemologists to the gemological team, as well as an important addition to the support team. The entire new gemological team has been on board since February, considerably reducing turnaround times. Happily, these reduced turnaround times will also impact the normal work of the AGTA GTC throughout 2005 and beyond.

The new team members are:

### DR. LORE KIEFERT

Lore Kiefert (born in Heidelberg, Germany) began studying Mineralogy in 1981. In 1987, she obtained her



Master's degree with a thesis on the distinguishing characteristics of sapphires (natural vs. synthetic as well as different origins). After this, she changed direction and went to Australia to gain her Ph.D. on the composition of desert dust.

In April 1994 she joined the SSEF Swiss Gemmological Institute, beginning her distinguished gemological career. Lore joined the SSEF, when the organization was located in Zürich, as Assistant Director. The SSEF moved to Basel in the same year.

Lore was awarded her Ph.D. in 1996 and her FGA (Diploma in Gemmology) early in 1998, and was appointed Director of the SSEF Coloured Stones Department in 2000.

Apart from a large number of scientific and gemmological papers, Lore has contributed to the *Handbook of Raman Spectroscopy* and the *Handbook of Raman Spectroscopy in Art and Archaeology*. She has lectured at numerous scientific and gemmological conferences in Australia, South Africa, the United States, England, Belgium, Czech Republic, Austria, Holland, Germany and various places in Switzerland.

Lore brings great expertise both in colored stone identification and origin determination to the AGTA GTC.



## RICHARD W. HUGHES



Richard W. Hughes is one of the world's foremost authorities on ruby and sapphire. A Fellow of the Gemmological Association of Great Britain, his first book, the highly regarded *Corundum*, was published in London in 1990.

While a native of the United States, Richard has spent close to half his life in Asia, where his interest in gemstones was first kindled. Richard graduated from Bangkok's Asian Institute of Gemological Sciences in 1979; shortly thereafter, he was invited to join their staff. He was later appointed executive vice-president, a position he held for close to a decade. Under his directorship, the institute blossomed into one of the world's leading facilities in gemological education.

Richard has traveled to scores of countries in search of gemstones and authored dozens of articles on all aspects of the gem and jewelry trades. His articles have appeared throughout Europe, Asia, North America and Australia. His gemological laboratory experience encompasses all gem materials and was gained both in Thailand and the USA.

Richard's excellent self-published book, "*Ruby & Sapphire*" (published in 1997), has become a standard on the subject.

Richard's expertise in corundum and gemstone identification overall will be an enormous asset for the AGTA GTC.

## JOHN I. KOIVULA

John I. Koivula has spent forty-four years studying and photographing the microworld of gemstones. At the start of his professional career, John worked in the mining industry as a field geologist for Cominco American. He then worked for the Gemological Institute of America, finishing his 29-year career as Chief Research Gemologist.

He has published more than 800 articles and notes on gemstone inclusions and related topics, and is a contributor to several books including the American Geological Institute's *Glossary of Geology*, Robert Webster's *Gems* and the GIA's *Diamond Dictionary*. John is co-author of the *Photoatlas of Inclusions in Gemstones*, and author of *The MicroWorld of Diamonds*. With Dr. E. Gübelin, he is completing *Photoatlas of Inclusions in Gemstones: Volume 2*, to be published in 2005.

John holds university degrees in geology and chemistry, and is also a G.G., a C.G. and an F.G.A. He was awarded a fellowship in the Royal Microscopical Society, and serves on the executive board of the International Gemmological Conference group (IGC).

He is an honorary life member of the Finnish Gemmological Society and the Gemmological Association of Great Britain, and was named as one of the 64 most influential people of the 20th century in the jewelry industry by *Jewelers' Circular Keystone Magazine*. His awards include the Robert M. Shipley and Richard T. Liddicoat awards from the American Gem Society, the Scholarship Foundation Award from the American Federation of Mineralogical Societies, and the Antonio C. Bonanno Award for excellence in gemology by the international Accredited Gemologists Association.

John is one of the world's foremost practical gemologists, and he brings an enormous amount of gemological expertise to the AGTA GTC. ▲

FOR MORE INFORMATION REGARDING THE AGTA GEMOLOGICAL TESTING CENTER, PLEASE CONTACT US AT:

18 East 48th Street, Suite 502, New York, NY 10017

Telephone: 212-752-1717 Fax: 212-750-0930

E-mail: [info@agta-gtc.org](mailto:info@agta-gtc.org) Website: [www.agta.org](http://www.agta.org)

# 2005 AGTA Spectrum Award Winners

## SPECTRUM – BEST OF SHOW

Glen J. Engelbrecht  
GJ Designs

## SPECTRUM – BEST USE OF COLOR

Andrew Paetzold  
Philip Zahm & Associates, Inc.



## SPECTRUM – BRIDAL WEAR CATEGORY



**FIRST PLACE**  
Michael Zacharakis  
D'Errico Jewelers



**SECOND PLACE**  
Garo Demirjian  
Demirjian Jewelry Design



**THIRD PLACE**  
Ricardo Basta  
E. Eichberg Jewelers



**HONORABLE MENTION**  
Ricardo Basta  
E. Eichberg Jewelers

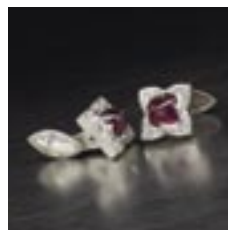


**PLATINUM HONORS**  
Robert Pelliccia  
J.R. Dunn Jewelers

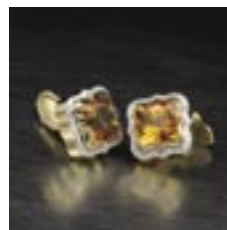
## SPECTRUM – MEN'S WEAR CATEGORY



**FIRST PLACE**  
Mark Schneider  
Mark Schneider Design



**SECOND PLACE**  
Lee Charles Buckingham  
Neiman Marcus



**THIRD PLACE**  
Lee Charles Buckingham  
Neiman Marcus



**PLATINUM HONORS**  
Mark Schneider  
Mark Schneider Design

SPECTRUM – BUSINESS/DAY WEAR CATEGORY



**FIRST PLACE**  
Samuel Getz  
Samuel Getz Private Jewelers & Designers



**SECOND PLACE**  
Robert Bruce Henderson  
Plateau Jewelers Inc.



**THIRD PLACE**  
Maria Canale  
Richard Krementz Gemstones



**MANUFACTURING HONORS**  
Lee Charles Buckingham  
Neiman Marcus



**HONORABLE MENTION**  
Julie Buckareff  
American Jewelry Artworks



**PLATINUM HONORS**  
Mark Schneider  
Mark Schneider Design

SPECTRUM – EVENING WEAR CATEGORY



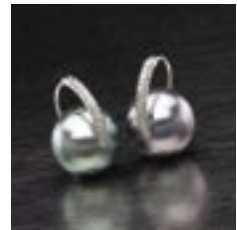
**FIRST PLACE**  
Glen J. Englebrecht  
GJ Designs



**SECOND PLACE**  
Lyn L. Strelau  
Lyn L. Strelau Jewels by Design Ltd.



**THIRD PLACE**  
Samuel Getz  
Samuel Getz Private Jewelers & Designers



**MANUFACTURING HONORS**  
Marisa Goebel La Belle  
Atelier Marisa



**HONORABLE MENTION**  
Sally Lynn Mitschke  
Montanari Fine Art Jewelers

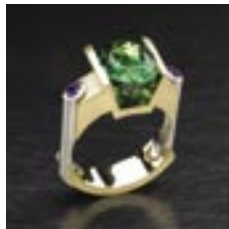


**PLATINUM HONORS**  
Ron Lodholz  
Stonehaven Jewelry Gallery Ltd.

SPECTRUM – CASUAL WEAR CATEGORY



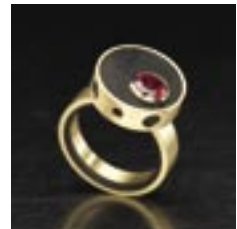
**FIRST PLACE**  
Alan Friedman  
Alan Friedman Designs



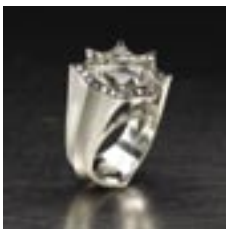
**SECOND PLACE**  
William Travis Kukovich  
William Travis Jewelry



**THIRD PLACE**  
Mark Lauer  
Mark Michael Design



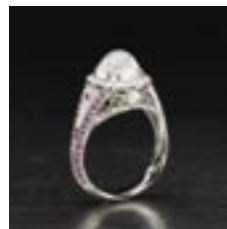
**MANUFACTURING HONORS**  
An D. Nguyen  
Lisa Koye & Company, Inc.



**HONORABLE MENTION**  
Paul Derrickson  
Federico's Design Jewelers



**HONORABLE MENTION**  
Lee Charles Buckingham  
Neiman Marcus



**PLATINUM HONORS**  
David G. Hrubec  
Dal Pezzo Design Inc.

# 2005 AGTA Cutting Edge Award Winners

## CUTTING EDGE – BEST OF SHOW

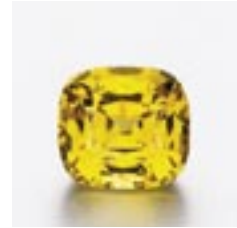
Dalan Hargrave  
Stephanie Michael Young



## A1 – OPEN CATEGORY CLASSIC GEMSTONE



**FIRST PLACE**  
Allen Kleiman  
A. Kleiman & Co.



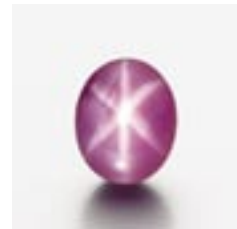
**SECOND PLACE**  
Michael Arnstein  
Walter Arnstein Inc.

## A1 – OPEN CATEGORY CLASSIC GEMSTONE



**THIRD PLACE**  
Ashok Kumar Sancheti  
Pioneer Gems

## A3 – OPEN CATEGORY PHENOMENAL



**FIRST PLACE**  
Jeffrey Bilgore  
Jeffrey Bilgore LLC

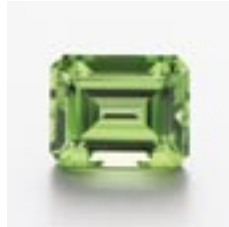
## A2 – OPEN CATEGORY ALL OTHER FACETED



**FIRST PLACE**  
Ben Kho  
Kho International Ltd.



**SECOND PLACE**  
Allen Kleiman  
A. Kleiman & Co.



**THIRD PLACE**  
James Alger  
James Alger Co.



**HONORABLE MENTION**  
James Alger  
James Alger Co.

## B – PAIRS & SUITES



**FIRST PLACE**  
Hemant Phophaliya  
A. G. Color Inc.



**SECOND PLACE**  
Hemant Phophaliya  
A. G. Color Inc.



**THIRD PLACE**  
Allen Kleiman  
A. Kleiman & Co.



**HONORABLE MENTION**  
Ralph Wabito  
Custom Gem Cutting Ltd.

## C – FACETING



**FIRST PLACE**  
John Dyer  
Precious Gemstones Co.



**SECOND PLACE**  
John Dyer  
Precious Gemstones Co.



**THIRD PLACE**  
John Dyer  
Precious Gemstones Co.



**HONORABLE MENTION**  
John Dyer  
Precious Gemstones Co.

## D – CARVING



**FIRST PLACE**  
Glenn Lehrer  
*Lehrer Designs*



**SECOND PLACE**  
Dalan Hargrave  
*Dust Devil Mining Co.*



**THIRD PLACE**  
William Cox  
*Dust Devil Mining Co.*

## E – COMBINATION



**FIRST PLACE**  
Dalan Hargrave  
*Stephanie Michael Young*



**SECOND PLACE**  
Christopher Wofsborg  
*Colored Creations*



**THIRD PLACE**  
Richard P. Homer  
*Columbia Gem House, Inc.*



**HONORABLE MENTION**  
Michael M. Dyber  
*Ledge Art Studio*

## F – OBJECTS OF ART



**FIRST PLACE**  
Nicolai Medvedev  
*North American Gem Carvers*



**SECOND PLACE**  
Susan Allen  
*E. F. Watermelon*



**THIRD PLACE**  
William S. Holman  
*William S. Holman Design Group*



**HONORABLE MENTION**  
Lawrence Stoller  
*Crystal Works*

# 2006 AGTA Spectrum Awards

The AGTA Spectrum Awards competition, created in 1984, honors, recognizes and promotes North American designers and lapidaries whose work utilizes natural colored gemstones and cultured pearls. It is the true contest of workmanship, creativity and innovation, and winners no doubt set the standards of excellence for our entire industry. Winning an award in this competition is considered one of the industry's most esteemed honors. Here's why:

### RESPECTED

Through the Spectrum Awards, the American Gem Trade has been honoring excellence in jewelry design and lapidary arts for 22 years. The AGTA Spectrum Awards competition is viewed by the industry as a mark of outstanding quality and achievement. Winners of this illustrious award truly define excellence.

### RIGOROUS

All entries go through a rigorous judging process. To reach the finals, entries must survive review by a panel of distinguished judges. Judging panels are drawn from



industry experts (retail jewelers, manufacturers, designers, lapidaries and editors) who have themselves received accolades for their work. The judging is based on such criteria as 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.



## REWARDING

Winning an AGTA Spectrum Award is considered the most prestigious honor in our industry. One of the greatest benefits to winners is the exposure they garner through the AGTA's extensive PR efforts. Pieces are featured at an event in New York giving fashion editors, stylists, costume designers and the trade press the opportunity to view the AGTA Spectrum Awards collection. Winning pieces are also photographed and featured in the major trade magazines and on several magazine covers. Winning pieces are also starting to be featured in consumer magazines such as *Town and Country* and *Departures*. Additionally, all winning pieces are displayed at AGTA GemFair Tucson and JCK Las Vegas, giving them exposure to tens of thousands of potential customers.

Categories for the 2006 competition include the AGTA Spectrum Awards, AGTA Cutting Edge Awards and Manufacturing Honors.

## ELIGIBILITY

The competition is open to all individuals living in North America. You do not have to be a member of the American Gem Trade Association (AGTA) to enter. Any jewelry

produced after October 2004 and not previously entered into an AGTA competition may be entered. Entries must be finished pieces; no drawings will be accepted.

## DEADLINE

September 2005.

## New York City Drop Off Program

The AGTA will be offering the **New York City Drop Off Program for the 2006 competition.**

Dates, times and location will be announced shortly.

## BENEFITS

Entering the AGTA Spectrum Awards has numerous benefits:

- Designers and lapidaries have the unique opportunity to have their AGTA Spectrum and Cutting Edge Award entries viewed by the nation's top fashion/accessory editors, stylists, producers and costume designers at an event held in conjunction with the competition.
- No other competition gives you this type of exposure. And better yet, it is provided as part of your nominal entry fee.
- Winners are recognized for their innovative, spectacular and trend-setting designs in the leading trade publications. Photographs and information about AGTA Spectrum and Cutting Edge Award winners are featured in the January and February issues. Additionally, the AGTA submits cover shots that are traditionally picked up by five to six trade publications each year.
- Leading consumer magazines have featured pieces displayed at the New York event as part of the AGTA Spectrum collection.
- All AGTA Spectrum and Cutting Edge award-winning pieces are displayed at AGTA GemFair Tucson and JCK Las Vegas, giving them exposure to tens of thousands of potential customers. ▲



#### IF YOU HAVE ANY QUESTIONS

regarding the AGTA Spectrum Awards or AGTA Cutting Edge Awards competition, please visit our website, [www.agta.org](http://www.agta.org), or contact the AGTA office at 800-972-1162 or [spectrum@agta.org](mailto:spectrum@agta.org).

## AGTA Debuting New Colored Gemstone Brochure “Gemstone Enhancements – What You Should Know”

The AGTA’s new consumer brochure, *Gemstone Enhancements – What You Should Know*, will increase customer awareness about the common enhancements applied to gemstones. Retail jewelers can provide a copy of this brochure to their customers to inform them about the treatments applied to the gemstone they are purchasing. Gemstones discussed in this gemstone enhancement guide include Amethyst, Citrine, Aquamarine, Coral, Diamond, Emerald, Opal, Cultured Pearls, Ruby, Sapphire, Tanzanite, Topaz, Tourmaline and Turquoise.

The goal of the 20-page *Gemstone Enhancements – What You Should Know* brochure is to inform and educate consumers about the basics of selecting and purchasing colored gemstones and cultured pearls. Research shows customers are seeking more information, preferably printed materials, when buying colored gemstones and colored gemstone

jewelry. When surveyed, most individuals responded the first place they go for reliable information is their local jeweler.

Additionally, the new brochure helps dealers, retailers and manufacturers meet the Federal Trade Commission’s (FTC’s) requirements for disclosure. When offering the buying public a gemstone that has been enhanced by any means, the seller must inform the buyer in plain language of the specific enhancements used. Currently, the FTC requires the disclosure of nonpermanent enhancements, those that require special care, and those that have a significant effect on the value of the gemstone.

Set your establishment apart from the competition by offering your customers marketing products that showcase the beauty of colored gemstones. AGTA offers attractive and informative items specifically designed for creating a professional



image and building stronger colored gemstone sales.

Our marketing products, including the *Gemstone Enhancements – What You Should Know* brochure, are available for purchase online at [www.agta.org/consumer/products/mktorderform.htm](http://www.agta.org/consumer/products/mktorderform.htm) or by telephone at 800-972-1162. ▲

# Red Carpet Awash with Color and Pearls at the 77th Annual Academy Awards

Some of the biggest stars dazzling the red carpet at this year's Oscars opted for a flash of color or a dash of pearls to drive home the glamour of their look.

Best Supporting Actress nominee Laura Linney was a standout beauty in a lengthy pearl lariat wrapped seductively around her neck, antique inspired pearl earrings and Australian South Sea cultured pearl ring, while Cate Blanchett pinned a breathtaking color gemstone brooch on the shoulder of her asymmetrical, sunflower yellow gown.

Presenters Drew Barrymore, Salma Hayek, Maggie Gyllenhaal and Emmy Rossum also selected color in the form of gemstone drop earrings, necklaces, bracelets and rings.

Nominee Catalina Sandino Moreno put the finishing touch on her exotic look with a diamond necklace with an Australian South Sea cultured pearl drop and diamond and South Sea cultured pearl drop earrings. Even rap artist Jay Z added a little color to his life in the form of a colored gemstone stickpin as he walked his stunning date Beyonce Knowles down the red carpet. Beyonce herself was a virtual rainbow of color during her performance with the American Boys Choir, showcasing dramatic colored gemstone chandelier earrings and bracelet.

In the week preceding the Oscars, The American Gem Trade Association played host to a number of stylists and celebrities at its suite in the Beverly Hilton in Beverly Hills, CA. The AGTA showcased a dazzling selection of jewelry from some of its members, rubbed shoulders with Hollywood's A-list crowd, and got the message of the AGTA out to a number of print and broadcast media attending the event.

*Desperate Housewives'* Teri Hatcher borrowed a ring from Nafco Gems which featured a 19.64 carat sugarloaf shape cabochon rose quartz center stone surrounded by pink sapphires. The decidedly *un*-desperate



Hatcher loved the ring so much she didn't want to take it off, so Nafco Gems presented it to her as a gift!

Actress Ashley Peldon hit the Oscars parties wearing a colorful gemstone brooch, a prominent feature of her stunning ensemble. The dramatic butterfly brooch by Paula Crevoshay/Mellika Co., featured a 50.41 carat star rose quartz, amethyst, tourmaline, diamond and tanzanite.

Iconic actress Karen Black wore earrings from Precious Gem Resources featuring 26.39 carats of Burmese rubies and 8.07 carats of diamonds, while actress Julia Verdin opted for a Munsteiner Rutilated Quartz pendant and faceted black pearl earrings by Mark Schneider Designs.

One of Hollywood's most powerful figures, Andy Gould, borrowed a ring and necklace from Codiam, Inc. for his breathtakingly beautiful girlfriend, whom he escorted down the red carpet. The necklace featured 30.05 carats of yellow and white diamonds and a 29.87 carat fancy intense yellow diamond briolette drop. The ring featured a 15.6 carat vivid yellow diamond center with two 2.5 carat half moon diamonds.

Participating designers at this year's Oscar Time Awards suites were Codiam Inc., John Buechner, Inc., King's Ranson, Mark Schneider Designs, Nafco Gems, Ltd., Paula Crevoshay/Mellika Co., Philip Zahm & Associates, Pioneer Gems, Precious Gem Resources, Inc., and Richard Kremenz Gemstones, LLC. ▲

IF YOU WOULD LIKE MORE INFORMATION  
ON PARTICIPATING IN FUTURE EMMY AND OSCAR  
EVENTS, PLEASE CONTACT

Elizabeth Ross at [elizabeth@agta.org](mailto:elizabeth@agta.org) or 800-972-1162.

1. LAURA LINNEY 2. CATALINA SANDINO 3. CATE BLANCHETT 4. ASHLEY PELDON  
5. DREW BARRYMORE 6. AMY BRENNEMAN 7. RING BY CODIAM INC. 8. KAREN BLACK  
9. EMMY ROSSUM 10. SAJMA HAYEK 11. TERI HATCHER



## Ladylike Luxe

# Spring 2005

The elegantly streamlined dresses, frocks and jackets that marched down the runways for Spring brought all eyes to attention, highlighting décolletage and a woman's natural waistline and forming an excellent backdrop for some of fine jewelry's hottest looks.

Across the board, from preppy to primal, the best collections had a ladylike essence in common, making fine jewelry more at home than ever before. "Fine colored gemstone jewelry has become an integral element of a woman's overall look," notes Douglas Hucker, Executive Director of the American Gem Trade Association (AGTA), a non-profit trade association that provides consumers with colored gemstone and pearl jewelry shopping tips. "What a lot of consumers aren't aware of is that you can get fine jewelry that looks like it came right off the runway without spending a fortune. Virtually every color of the rainbow can be found in colored gemstones in a wide variety of price points." Colorful jewelry was an important part of a number of highly coveted collections, making colored gemstone jewelry a perfect choice for Spring.

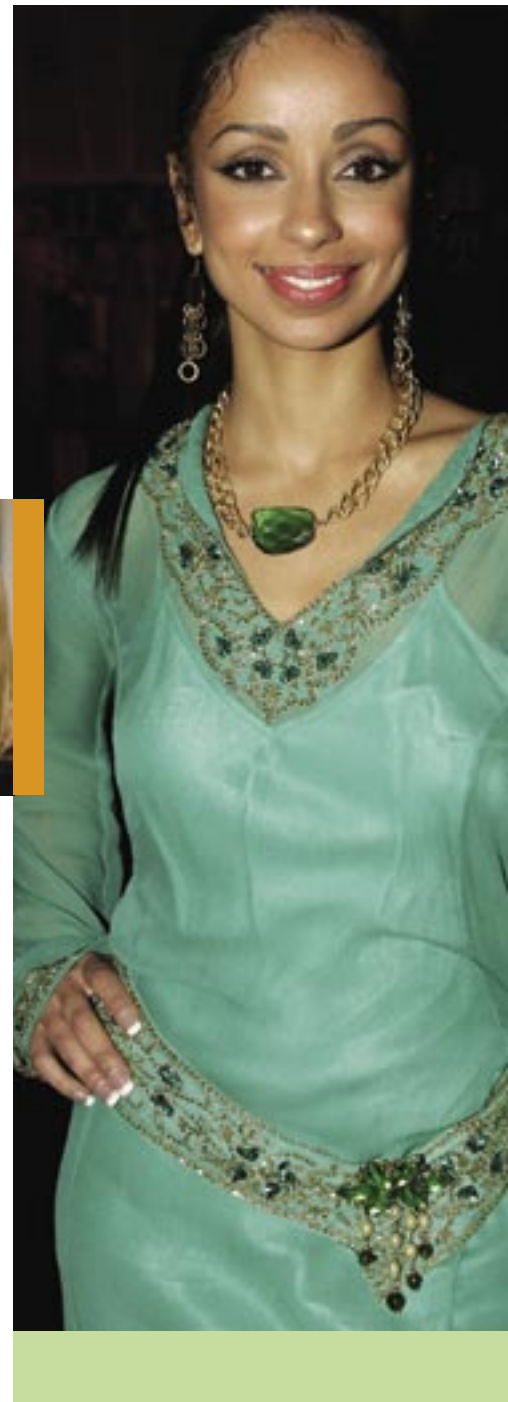
### Brooching the Subject

Though perhaps too substantial on the lapels of spring's lightweight fabrics, these same pieces are the perfect accent to newly highlighted waistlines when worn on belts or sashes, and as hair accessories that perfectly complement the 1930s version of Grecian romance that was present on the runways. On last season's ABC trend-setting show, "Hope and Faith,"

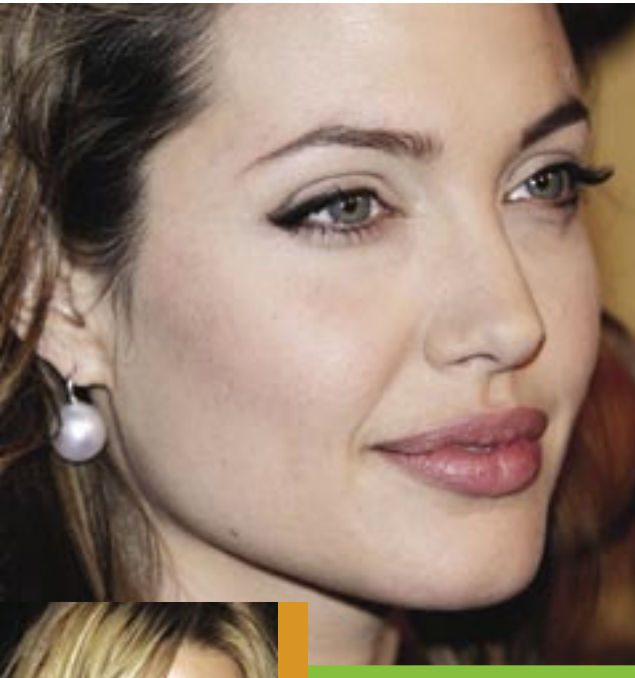
actress Faith Ford foretold this upcoming trend by wearing a stunning diamond and tourmaline brooch slightly off-center on her waist. When removed from winter scarves, these same colorful gems will also be the perfect closure for sleek shirts and coats. These brilliant baubles have a long life ahead of them and will definitely be kept out of the jewelry box and in the limelight for many months to come.

### That's a Wrap!

If this season's runways channeled a previous era, it was the grace and elegance of the 1930s, when design detail took place upwards of the hips, putting all emphasis on necks and waists and leaving skirts and pants to flow inconspicuously. Necklaces were an ubiquitous accent to many of Spring's most talked-about collections, yet these standbys of a woman's jewelry box were worn in creative ways that gave new life to old reliables.



PHOTOGRAPHS © GETTY IMAGES



The flirty, breezy chiffon skirts and flouncy shirts seen in many collections were tightened up with belts and sashes, and became decidedly demure when worn with colored gemstone strands in contrasting colors like rich green tourmaline or olive quartz with sugarcandy pink rose quartz or morganite. Even the runway's hippie looks cleaned up their act, becoming more primal-chic than primitive. Those earth-conscious identifiers, coral and turquoise, are still the perfect accent to feathers and fringe, yet this time around the stones are smoothly polished into delicate beads and worn in contrasting lengths for an effortlessly elegant look. The uninhibited wearing of necklaces hints towards a certain lawlessness in stacking and layering. Whether multiple colored gemstone strands, a colorful gemstone torsade worn with a lady-like lavalier style pendant, or an opera-length strand of Chinese freshwater cultured pearls wrapped haphazardly in graduating lengths, the message is one of controlled excess.

## Buttoning Up

With so much emphasis on necklaces and adorned waistlines, earrings become more streamlined than ever before. One of the biggest looks out there in earrings is delicate colored gemstone stud earrings. Seen in anything from purple garnet to rich red ruby, this look is destined to become a new classic. Though chandelier earrings are still relevant, movement is what's really at the heart of this trend's longevity. So whether it's streamlined drop colored gemstones hanging from gold or platinum, or three-dimensional chandelier earrings of white topaz, the key is to let it flow.

## The Color Report

Some of the colors that were important for Fall 2004 will still be relevant this Spring. Pink is still popular, and the luscious hues of rose quartz, morganite, kunzite, fancy colored sapphires or pink tourmaline in pendants, earrings (the new stud!), brooches and necklaces will be the perfect accent to Spring's prettiest looks. Large, colorful cocktail rings – whether in one of the popular shades of pink or one of the delectable green shades destined to be the next big thing – are a great way to add ladylike zest to any ensemble. Tsavorite, emerald, peridot and olive quartz all embrace green's new popularity and are available in a large variety of price points. And the often overlooked white is back! Whether milky white moonstone, Chinese freshwater cultured pearls, coin pearls or South Sea cultured pearls, white looks bolder than ever before in some of the hottest earring looks, lengthy strands, cocktail rings, brooches and bracelets. ▲

PHOTOGRAPHS © GETTY IMAGES



# AGTA Elects New Board Directors

COMING OFF AN EXCEPTIONAL GEMFAIR TUCSON, AGTA HAD MUCH TO CELEBRATE, INCLUDING NEW BOARD MEMBERS

At the AGTA membership meeting held in Tucson, AZ on Sunday, February 6, 2005, five members were inducted to the Board of Directors. Elections were held for Vice President and Secretary, and as well as three Director positions; these new officers will serve three-year terms. "I am excited about the upcoming year and new ideas from the newly elected Board members," says Douglas Hucker. "With new ideas and new vision, we can continue to build growth of the association and our events." The newly elected members of the Board will join the current Officers and Directors who are serving terms: Eric Braunwart, President; Michael Avram, Director; Betty Sue King, Director; Glenn Lehrer, Director; and Steven Stieglitz, Director. For additional information about the election and the Board of Directors, visit our website at [www.agta.org](http://www.agta.org).

*The following officers were elected:*

**Vice President -  
Barbara Lawrence  
Boston Gems and  
Findings, Inc.**

Barbara has served on the Board in the past and will serve in two capacities, as Treasurer and as newly elected Vice President. "As Vice President, I hope to continue to keep the channels of communication open between the Board and the membership. We have some huge projects ahead and I believe we will have to communicate more than ever to reach our goals."

**Secretary - Rick Krementz  
Richard Krementz  
Gemstones LLC**

Rick has been a vital member of AGTA by serving on the GTC Board of Governors. "The key to our success will be generating a strong financial base for the lab, as it cannot be funded any longer from trade show revenue."

**Director - Kambiz Sabouri  
Gem 200, Inc.**

Kambiz has been a member of AGTA for fifteen years. "Trustworthiness, strong ethics, fairness, mutual respect, vision, fiscal responsibility and long-term planning are the type of common-sense business practices that have made each of us a success. I believe the Board needs to reflect these same core values and principles. My goal as a Board member is to make this shared vision our source of strength."

**Director - Omi Nagpal  
Omi Gems, Inc.**

Omi has also served as an AGTA Board member. "One of the goals of the AGTA has always been to promote awareness of colored gemstones, thus creating an opportunity for our members to sell more. I will work towards that goal, in addition to finding ways to have better communication between the Board and the membership."

**Director - Surinder K. Mittal  
The Kay El Co., Inc.**

Surinder was one of the founding members of the AGTA. "With my experience, knowledge and

passion for colored gemstones, I hope to promote and continue the strength of this association. I would like to enhance the image of our organization and grow our sales at the trade shows worldwide. I want to be given the opportunity to serve on the Board so I can help grow our industry in all aspects."

*The following individuals were appointed to the AGTA Board of Directors by President Eric Braunwart:*

**Director - Robert Bentley  
Robert Bentley Co., Inc.**

Robert Bentley has been a member of the AGTA for 11 years. "The AGTA has been paramount to the growth and development of this community and I am grateful for the opportunity to give back to the organization that has done so much for us. I hope to continue to build upon and learn from the work of those who have previously served."

**Director - Sampat Poddar  
Byrex Gems Inc.**

Sampat has served on the Board in the past and has been a member of the AGTA for three years. "My experience in the gemstone industry has spanned a period of more than 16 years. I have learned, through my educational and professional training, the importance of integrity and unfailing adherence to ethical practices in the industry. I am ready to take up more challenging tasks as I serve on the Board again."



BARBARA LAWRENCE



RICK KREMENTZ



KAMBIZ SABOURI



OMI NAGPAL



SURINDER K. MITTAL



ROBERT BENTLEY



SAMPAT PODDAR

# ICA Introduces “In Pursuit of Precious Stones” DVD Series

**Colored gemstones, with their infinite variety, brilliant colors and inner glow, have inspired mankind’s dreams since the beginning of time.** Men down the ages traveled to the ends of the world, endured incredible hardships, fought and died in pursuit of colored gemstones. Empires were built and kingdoms were destroyed for them. To educate the public on this phenomenon, the International Colored Gemstone Association (ICA) has produced a series of twelve exceptional videos documenting the search for some of these stunning colored gemstones around the world.

The ICA series consists of four

DVDs, each with three hour-long documentary programs that combine scientific research and high adventure. Your tour guide, internationally known French gemologist Patrick Voillot, will introduce you to exotic lands through fascinating journeys that will lead you into remote places where men unearth rare colored gemstones.

Each U.S.-distributed DVD has English and French soundtracks, making it the ideal colored gemstone primer throughout the U.S. and Canada. DVDs distributed in Europe will have *additional* soundtracks in Spanish, Italian and German. Whether you’re a manufacturer, designer, retailer or consumer, you will

learn and benefit from the ICA’s DVDs, as well as being entertained.

Each volume of ICA’s “In Pursuit of Precious Stones” series costs \$39.95, plus \$7.95 S/H. For more information or to order call toll-free at 877-422-4757; phone 973-812-4757; fax 866-877-1157; or order through ICA’s website, [www.gemstone.org](http://www.gemstone.org). ▲



# AGTA Supports Colored Stone Research with \$125,000 Contribution

The American Gem Trade Association (AGTA) recently donated \$125,000 to GIA’s Endowment Fund to support colored gemstone research. In recognition of the gift, AGTA Executive Director Douglas Hucker was inducted into the Institute’s League of Honor at the annual dinner in New York City on October 12, 2004.

“The colored stone industry is changing dramatically each year as new gem materials and markets are discovered and treatments become more sophisticated,” he said. “The need for



DOUGLAS HUCKER, EXECUTIVE DIRECTOR,  
OUTSIDE AGTA’S NEW CLASSROOM AT THE GIA

us to work with organizations like GIA to research these issues and make both the industry and consumers aware of them is critical.”

AGTA and GIA have a long history of collaboration. Scientists from the AGTA Gemological Testing Center in New York City worked with GIA’s research team to address the sudden appearance of large Chinese freshwater cultured pearls on the market in the late 1990s and, most recently, to research heat-treated blue sapphires with unusual color zoning.

“Each of our organizations has researchers with specialized areas of expertise,” Hucker said. “What we can accomplish for the industry grows exponentially when we work together.”

The organization’s gift to the

Endowment Fund will be invested in perpetuity. The interest it generates will be used to fund colored stone research. The endowment ensures funds will always be available when critical issues arise in the industry. In addition, the AGTA recently dedicated a classroom, named in its honor, at the GIA world headquarters in Carlsbad, California.

“In this era of ever-changing technology, the need for the latest resources to support colored stone research has become essential,” said Linda Ellis Harmeling, vice president and chief development officer for GIA. “This donation from AGTA will help ensure GIA has the necessary tools and equipment to remain on the forefront of treatments and synthetics that continue to face the colored stone industry.” ▲

**FIRM MEMBERS**

Nata Heng  
Pillar & Stone  
International, LLC  
19 Andrew Dr., Ste. 32  
Tiburon, CA 94920

Abdul Rauf Khan  
Gem Lustre USA, Inc.  
2 West 46th St., Ste. 810  
New York, NY 10036

John Paul Weidemann  
John Paul Weidemann  
PO Box 50  
Prospect Heights, IL 60070

Devendra Surana  
D.K. Surana, Inc.  
609 5th Avenue, Rm. 1008  
New York, NY 10017

Andy Rendle  
Emeraldstone Mining &  
Marketing, Inc.  
PO Box 31029  
Victoria, BC V8N 6J3  
Canada

Daniel Banks  
Banks International  
Gemology, Inc.  
17101 Kuykendahl, Ste. 140  
Houston, TX 77068

**AFFILIATE MEMBERS**

Marie Scarpa  
Marie Scarpa Designs  
PO Box 750601  
Petaluma, CA 94975

John Haynes  
Cadsmithing, LLC  
1537 S. Tower Pl.  
Chandler, AZ 85249

David Hellier  
The Gemesis Corporation  
7040 Professional Pkwy E.  
Sarasota, FL 34240

Konstantina Dimitra Mahlia  
Mahlia Collection, Inc.  
19 E. Toole  
Tucson, AZ 85701

Meenu Agrawal  
QJM Corp.  
606 S. Olive St., #2170  
Los Angeles, CA 90014

Leon Cohen  
Codiam, Inc.  
1180 Ave. of the Americas,  
Ste. 1818  
New York, NY 10036

Elizabeth Adair  
Elizabeth Adair  
Designs, Inc.  
14600 Mission Rd.  
Leawood, KS 66224

Jeffrey Dunnington  
3d Wax Mill  
2610 Highway 6 South,  
Ste. 2  
Houston, TX 77082

Rabi Yaghoubzadeh  
Express Fine  
Jewelry Mfg., Inc.  
55 West 47th St., #340  
New York, NY 10036

Matthew Trent  
Matthew Trent Inc.  
2508 Maple Ave.  
Dallas, TX 75201

Kiwon Jang  
KLM Technology  
55 W. 45th St.  
New York, NY 10036

Jeffrey Chen  
Jewelry Pak, Inc.  
45 W. 46th St., 3rd Floor  
New York, NY 10036

Mark Priest  
Legend Jewelers  
18 East Concho Ave.  
San Angelo, TX 76903

Reuben Ben Jehuda  
Peitra and Co.  
15 W. 47th St., Ste. 606  
New York, NY 10036

Dan Kisch  
Instore Magazine  
45 W. 45th St., 15th Floor  
New York, NY 10036

Tiana Wages  
Tiana - 22 Karat Gold  
Collection  
PO Box 7987  
Dallas, TX 75209

**AFFILIATE MEMBER COMPANY NAME CHANGE**

*From:*  
Spirer – Somes Jewelers  
Daniel R. Spirer  
1794 Massachusetts Ave.  
Cambridge, MA 02140

*To:*  
Daniel R. Spirer  
Jewelers, LLC  
Daniel R. Spirer  
1780 Massachusetts Ave.  
Cambridge, MA 02140

**CHANGE OF MEMBERSHIP STATUS FROM FIRM TO AFFILIATE**

Atul Dangayach  
Emsaru USA Corp.  
608 Fifth Ave., Ste. 500  
New York, NY 10020

**STUDENT AFFILIATE**

Anne-Marie Warburton  
RR #5  
Orangeville, ON L9W 2Z2  
Canada

Brett Rye  
PO Box 477  
Tonto Basin, AZ 85553

Diane Giovanis Hankinson  
322 Via San Sebastian  
Redondo Beach, CA 90277

Lucy Gussoni  
5917 Joyce Way  
Dallas, TX 75225

Timothy W. Childress  
1218 W. 118th St.  
Jenks, OK 74037-5061

**2005 AGTA Show Dates**

AGTA GEMFAIR LAS VEGAS .....JUNE 2-6, 2005

THE JA NEW YORK SUMMER SHOW.....JULY 31-AUGUST 3, 2005

# Wai Phyo Lwin, Former AGTA GTC Employee, Dies While on Patrol in Iraq

Wai Phyo Lwin worked in the AGTA GTC front office from March 2001 to April 2002. He left the laboratory to join the United States Army, something he had wanted to do since he was a child.

Specialist Wai Phyo Lwin, 27, was a member of New York's most storied National Guard Unit, the First Battalion 69th, Infantry Regiment of Manhattan. He was deployed in October 2004 and served in the battalion's cadre of scouts, which undertook daring reconnaissance missions, often at night. On Wednesday, March 2, 2005, a roadside bomb went off as his Humvee was turning onto a bridge that crosses the airport road, destroying the vehicle and killing Wai Phyo Lwin instantly.

By all accounts he served his country with great bravery. There were many stories of his death in the New York newspapers, including *The New York Times* on Saturday, March 5, 2005.

An interdenominational memorial service was held Monday, March 7, 2005 at a military base in Baghdad. Wai Phyo Lwin is survived by his parents, Thein Z. Lwin and May Thi Kah. ▲

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**FOR FURTHER INFORMATION, PLEASE CONTACT:**

Elizabeth Ross  
Marketing Manager, AGTA  
3030 LBJ Freeway, Suite 840  
Dallas, TX 75234  
Tel: 800-972-1162  
Fax: 214-742-7334  
Email: [info@agta.org](mailto:info@agta.org)  
Website: [www.agta.org](http://www.agta.org)