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PRISM

Spring 2009

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

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

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

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

PRISM

is distributed quarterly for American Gem Trade Association Members.

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On the Cover:

2009 AGTA Spectrum Awards™ winning pearl ring by J.W. Currens, Inc.

2009 AGTA Spectrum Awards™ winning tourmaline earrings by Evelyn Clothier Jewelry.

2009 AGTA Spectrum Awards™ Collection pearl necklace by pearls4girls. Photographed by Jack Deutsch.

LETTER FROM THE PRESIDENT

My fellow Members:

As we all work our way through these difficult economic times, please know that the AGTA Board of Directors and staff are working at reducing expenses in all areas of the organization, including the Gemological Testing Center. As always, we are concentrating on developing programs and products that will assist Members in improving their colored gemstone and cultured pearl businesses. Projects such as an online gemstone trading platform and a comprehensive e-learning course on selling are in the pipeline and will be offered at little or no cost to Members.

I want to thank all of our Members who participated in the recent AGTA GemFair Tucson, either as an exhibitor or as a buyer. By many accounts the show was a positive experience. Our numbers overall were down, but we attracted over 80% of our buyers back from last year's numbers and saw many new faces in Tucson. As you may have recently heard, we have changed the day pattern at the Tucson GemFair. The show will now run from Tuesday through Sunday instead of Wednesday through Monday. On a side note, the proposed luxury pavilion at the Tucson Show did not get the support it needed to be established in 2010.

AGTA Members also participated in the recent Instore Show, held in Chicago, in the AGTA Pavilion, consisting of 25 Member exhibitors. Once again, reports were positive about the numbers of buyers and the overall show experience. AGTA's CEO Douglas Hucker and Marketing Manager Adam Graham made multiple presentations in the seminar program and were able to sign up 15 new members for the Association at the show. Retailers and wholesalers alike are responding positively to obvious benefits of membership in the AGTA and want to seize the opportunity that exists with colored gemstones and cultured pearls.

As you receive this issue of PRISM, many of you will be going to JCK Las Vegas or are already in Las Vegas to attend the AGTA GemFair™ Las Vegas Cultured Pearl and Jewelry Pavilion in the Grand Ballroom at the Venetian Hotel. Please look for an official notification of this soon. We encourage you to visit the pavilion to shop with your fellow AGTA Members. Remember that we open a day earlier than the main JCK Show. As an update, there is a very good chance that our location will change next year so that we are incorporated on to the main JCK Show floor.

As we move into summer, it is time to think about creating a piece or pieces for



the 2010 Spectrum Awards and Cutting Edge competition. We had a tremendous response last year and created a lot of media exposure for entrants and colored gemstones in general. Two Spectrum entries, as a matter of fact, were featured in the Spring Accessories Issue of Women's Wear Daily (WWD). The deadline for entering the competition is September 25th.

I look forward to seeing many of you in Las Vegas. Please stop by to visit and share any suggestions that you might have for us.▲

A handwritten signature in black ink, appearing to read "BJ Hackman".

All the best,
Benjamin (BJ) Hackman
AGTA President

LETTER FROM THE CEO

Bill Gates said, "The Internet is becoming the town square for the global village of tomorrow."

The communication of pertinent information to its Members is one of the primary reasons for the American Gem Trade Association's existence. As Members, you have an expectation from us to let you know of factors that may impact your business. In the past we have done this through our quarterly newsletter PRISM and through our monthly NewsFlashes. More recently, we implemented our weekly email newsletter ePRISM to send out stories in a more timely manner.

In an effort to create additional tools for more dialogue and interactive communication between Members, your Board of Directors and staff have been working towards establishing online forums to facilitate industry-related discussions. I am proud to announce that we will be launching two such forums prior to the JCK Show.

The first forum, www.gemstoneforums.com, will be an all-access public site with three distinct areas of discussion: Research, Gemstone and Pearl Q&A, and Current Industry Issues. Anyone can post current research, ask questions about colored gemstones and pearls, and learn

about current issues affecting our industry. It is our hope that we can create a place where ideas can be shared and questions answered by participating professionals. AGTA is building this site as a clearinghouse for information where anyone interested in gemstones can educate themselves and/or supply information. We also fully expect to see consumers coming to this site seeking information about gemstones and pearls.

The second forum will be an AGTA Members Only site located on www.agta.org. This will be a place where Members can share ideas and information with other Members, and interact with the AGTA Board, AGTA staff and AGTA GTC staff. The site will be set up with specific categories to ease navigation. With this section being password protected, Members can feel comfortable discussing business issues in an open way within a protected environment. To get your Member username and password, please email info@agta.org.

These forums will allow information to be posted in real time as it happens. Issues will be debated and the level of transparency will be higher than ever before. The AGTA Board of Directors and staff feel like there is tremendous value in our organization facilitating the opportunity for more communication. Please take

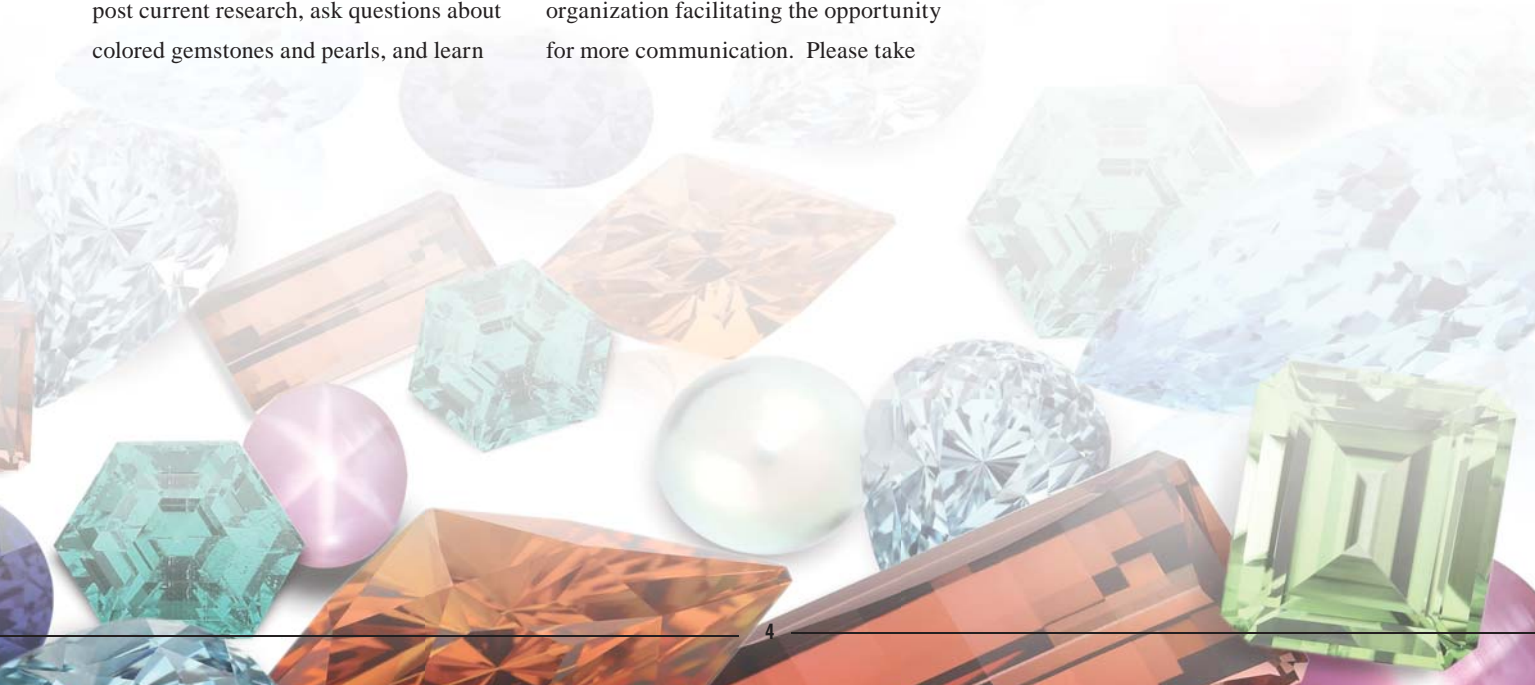


advantage of these new platforms to learn and share.▲

Sincerely,

A handwritten signature in black ink, appearing to read "D. Hucker", written over a light blue rectangular background.

Douglas K. Hucker
AGTA Chief Executive Officer



AGTA GEMFAIR™ TUCSON - THE WORLD'S NUMBER ONE NATURAL COLORED GEMSTONE EVENT

AGTA GemFair™ Tucson gives buyers access to the industry's leading companies, where in just one week's time, you can do a year's worth of business! The 27th annual show once again lived up to its reputation as the world's finest showcase of natural colored gemstones, cultured pearls and designer jewelry.

With almost 400 exhibitors, GemFair showcased the latest in natural colored gemstones, cultured pearls, products and trends. The event attracted retailers, manufacturers, media and buyers from around the globe.

At show close, the AGTA provided the results of the AGTA GemFair™ Tucson. Attendance was down compared to last year and buying was conservative, but many companies were still in Tucson to restock their inventory with gemstones, pearls and finished jewelry.

"In this economy, we were extremely pleased to have 81% of our buyers attend this year's GemFair," stated Douglas K.

Hucker, AGTA CEO. "We had a lot of positive feedback from our exhibitors about the quality and quantity of the traffic on the show floor. Many buyers see a great opportunity in colored gemstones and pearls in 2009 and were on hand to diversify their merchandise mix."

GemFair saw a 19% drop in attending buyers; 7,640 this year versus 9,402 in 2008. Purchases were being made on the show floor, but at reduced levels compared to previous years. Several retailers reported having higher stock levels in their inventory and were primarily looking for special order and key stock pieces.

An interesting trend reported on the floor was an influx of new buyers with many exhibitors sharing that they had opened more new accounts this year relative to previous years. Exhibitors in the *Spectrum of Design Pavilion* at GemFair were also pleased with the level of business that was done this year.

"Membership in AGTA is more valuable now than ever, especially for retailers

and smaller businesses," shared Hucker. "By using the economies of scale of our Membership, we can now offer many programs and sales tools with little or no cost to our member companies. The programs that we offer our Members help reduce overall expenses and attending companies took advantage by joining the Association at the show." AGTA enlisted 50 new Members at the GemFair.

Another highlight at this year's show was the *Estate Pavilion*. Showcasing antique and estate pieces, exhibitors had a diverse collection for buyers to find that exceptional piece. Buyers could choose from a vast selection of merchandise from reputable and ethical dealers.

AGTA GemFair Tucson™ also featured the *Spectrum of Design Jewelry Pavilion*. The Pavilion featured the most creative and talented designers in the United States and Canada. Designers offered a wide range of creations, from classic to contemporary styles. Style-savvy retailers look to AGTA's designers to anticipate "what's next" in colored gemstone jewelry design.



Buyers on Opening Day



Rich Singer, Rick Grinnell and Mary Lou Keen



Theron Lee-Riley, Chase Bailey and Jude Bailey

AGTA GemFair™ Tucson offered over 40 educational seminars designed to help industry professionals looking for new and innovative strategies to create opportunities for profit and growth in their businesses. The exciting line-up of free seminars offered education at every level—from basic to advanced. The program proved very popular with participants, with packed rooms and Q & A sessions. 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. Seminars included the *Best Buys in Tucson*, *Making the Most of Your AGTA Membership* and *Burma and Beyond*.

The AGTA was also pleased to have the Stuller Learning Institute in GemHall II. The Institute held demonstrations that covered a variety of topics taught by highly-experienced jewelry masters. From *Working with Platinum* to *Applying “Lean” Principles in the Jewelry Store*, demonstrations were held the entire week and were free to anyone wishing to attend.

The 13th Annual Coyote Classic Charity Golf Tournament kicked the week off on Monday, February 2nd. 49 golfers participated in the event at the Omni Tucson National Golf Course. The winning foursome included Tommy Obermaier, Mike Hein, Paul Setzer and Mike Hays. The AGTA raised money to benefit the Special Olympics. Over the past 25 years, AGTA, its exhibitors and buyers have contributed over \$300,000 to this worthy cause.

This year marked the 25th Anniversary of the AGTA Spectrum Awards™ and Cutting Edge Awards. Almost all winners were showcased in the *Spectrum of Design Pavilion* for buyers see the masterpieces. Nearly 300 people gathered on Saturday, February 9th for the AGTA Dinner Dance and Awards Gala. Sponsored by Jewelers’ Mutual Insurance and the Diamond Council of America, the show-stopping event was the talk of Tucson. Guests enjoyed fabulous food, cocktails and live entertainment from the Robert Street Band. The Gala honored the winners of the 2009 competition. Winners were awarded one-of-a-kind hand-

crafted trophies designed by Gessel Studios prior to the event. A video documented the AGTA Spectrum Awards™, giving a glimpse behind-the-scenes of the judging of the competition and insight from the premiere colored gemstone and cultured pearl design competition. ▲

Exhibitor opportunities for the 2010 GemFair are available! For further information, please contact:
Mary Lou Keen
Trade Show Manager
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Fax: 214-742-7334
E-mail: info@agta.org
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to join us next year
February 2 - 7, 2010,
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Seminars



Terry Chandler, Patti Geolat and Douglas Hucker



Mark Schneider, Erica Courtney and Michael O'Connor

SPEAK THE LANGUAGE OF COLOR & SEE WHAT IT SAYS ABOUT YOU

By Deborah Yonick

If you thought that I-Phone or BlackBerry of yours was the best communication tool you have, think again. The colors you surround yourself with everyday actually possess high levels of energy frequency and strong vibrations that can change actions and cause reactions, set moods and alter states of mind. How clever is that Smartphone now?

Throughout history, colors have been used to communicate messages, symbolize personality traits, and open our chakras to inspire a healthy mind, body and soul. But unlike the ancient Egyptians who were often dipped in vats of colored pigment or took to ingesting ground-up gems to heal, uplift, balance, and attract—all we need to do is wear the colors that make us feel good.

Perhaps the best messengers of color communication, chock full of energy deep-rooted in our earthly home, are colored gemstones. Because gems are created by nature, human beings have historically felt a primal link to their energy. In fact, belief in gem powers has survived for nearly 5,000 years. And, with such a variety of options to choose from in each color family, gemstones provide us with many ways to illuminate our personal aura and express our individual spirit.

Colors are intimately tied to all aspects of our lives. They solicit feelings and stimulate our senses. Our response to color is a primitive one, often more emotional than intellectual. Therefore, our color choices are very personal. In fact, they change throughout our lives, so that the colors we gravitate toward speak volumes

of where we're at any given time. Color has a major impact on the way we see ourselves, and the way others view us.

What does your favorite color say about you? And, which gems are the perfect ambassadors to represent your colorful traits?

Red

Ruby, Garnet, Tourmaline, Spinel, Coral, Jasper, Zircon



1.

The color red is associated with fire, heat, and blood, so it is impossible to ignore (and so are you). Red communicates vitality, power, warmth, and all consciousness of love. If red gets your blood pumping at first sight, you are exciting, animated, passionate, confident, courageous, assertive, and impulsive. A real extrovert, you love to command attention and experience life to the fullest.

Blue

Sapphire, Aquamarine, Tanzanite, Tourmaline, Topaz, Turquoise, Chalcedony, Moonstone, Spinel, Zircon, Iolite, Lapis, Apatite, Jade



2.

A universally favorite color, blue is cooling and calming. It inspires wisdom and clarity. If you are a true blue lover, you are loyal, affectionate, caring, encouraging, and resourceful. Both trusting and in need of being trusted, strong attachments are important. Generally conservative, you are unflappable and reliable, and if your preference is vibrant blues you're likely to

be a bit gregarious.

Green

Emerald, Garnet, Tourmaline, Peridot, Sapphire, Green Beryl, Jade, Malachite, Chrome Diopside, Chrysoberyl, Chrysoprase, Jasper, Moonstone



Midway on the color spectrum, green is known to inspire harmony and balance. Considered both energizing and soothing in its influence on mind and body, green expresses freedom and good nature. If green is your natural choice, you are warm and approachable, an intellectual with understanding and self-control. A real do-gooder, you are compassionate, generous, and adaptable.

Blue-Green

Aquamarine, Turquoise, Tourmaline, Chrysocolla, Apatite



4.

A combination of blue and green, this color draws many of its personality traits from each of these bands of the spectrum. If your bent is blue-green (or green-blue) you are sensitive, but also cool, self-assured and stable. You are a good communicator, who likes to help others, and is quite adept at managing your own affairs. A natural networker, you blend charisma with savoir-faire.

Purple

Amethyst, Tanzanite, Tourmaline, Garnet, Sapphire, Spinel, Kunzite, Jade



Purple has an aura of mystery and intrigue. When it leans to

5.

the red side it embraces more sensuality. When it's closer to blue there is greater spirituality. If purple pulls you in, you are intuitive, imaginative, creative, perceptive, and inspiring—definitely inclined to walk the road less traveled. Boasting a keen wit, you are charismatic and command a sense of authority and leadership.

Pink

Sapphire, Spinel, Garnet, Topaz, Tourmaline, Rose Quartz, Morganite, Kunzite, Sugilite, Coral, Jade, Opal



6.

Pink connects us to a universal love. It symbolizes youthfulness, and brings us more in touch with our feelings. Pink in deeper vivid shades is more closely aligned to red's stimulating persona, while softer, pastel hues reflect innocence and refinement. If you're pining for pink, you are talented, but subtle in your drive. You're more reserved in expressing affections, but hopelessly a romantic.

Yellow

Golden Beryl, Citrine, Sapphire, Garnet, Spinel, Tourmaline, Topaz, Zircon, Chrysoberyl, Jasper, Jade, Amber



7.

Yellow—the color of sunshine—is luminous and warm. It exudes optimism, energy and encouragement. If you're yearning for yellow, you tend to brighten any room you enter with your good humor, poise, and positive attitude. Radiating a zest for life, your curious nature makes you crave novelty and challenge. Highly original, you are imaginative, creative and artistic, searching for enlightenment.

Orange

Sapphire, Garnet, Citrine, Fire Opal,

Spinel, Topaz, Tourmaline, Coral, Zircon, Moonstone, Carnelian, Amber

A combination of red and yellow, orange takes on many personality traits of both colors—blending energy with wisdom. Warm and bright, orange is the color of celebration, happiness, confidence, resourcefulness, and inspiration. If you ogle all things orange, you are enthusiastic, sociable, and insightful. You have an independent spirit and an appetite for life, practicing a work hard/play hard credo.

Brown

Citrine, Garnet, Smoky Quartz, Zircon, Topaz, Amber, Fire Agate

An earthly color, brown reflects a grounded attitude. A preference for brown means you have a steady, reliable character with a keen sense of responsibility. Despite your pragmatic approach, you have a funny side. You are a loyal friend and family person, with a strong need for security and a sense of belonging. You are attracted to the natural connections brown inspires—tribal, primitive, simple.

White

Sapphire, Topaz, Milky Quartz, Rock Crystal, White Agate, Moonstone, Tourmaline, Opal, Jade, Amber, Zircon

The color of perfection, white represents an awakened spirit, a new beginning or awareness with unlimited potential. Its connection to innocence symbolizes youthfulness. If white is what you wish for,



8.



9.



10.

cleanliness and organization are priorities. Neat and orderly is your modus operandi. You're not only self-sufficient you also are cautious and shrewd. But most importantly, you are authentic.

Black

Sapphire, Opal, Onyx, Jade, Tourmaline, Spinel

Black is actually the absence of color, yet it resonates as the color of choice with many people from the serious traditionalist to the worldly sophistic. Black is empowering and powerful. In fashion, it is the ultimate of classic chic, accepted urban armor that allows anyone to "fit-in". If you're a black devotee you wield an air of mystery. You're witty and clever, and value personal security and prestige.

So, if you're in the mood to paint the town red, prove your purple passion, or let everyone know just how tickled pink you are—slip on a ruby ring, dangle some amethyst earrings and flaunt a chunky rose quartz necklace. Why not chase rainbows? Gem-set jewelry can help you effortlessly add more color to your life! For your reference this story is also posted on www.addmorecolortoyourlife.com

To see more of the seasons "hautest" looks log on to www.addmorecolortoyourlife.com. ▲

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THE ESSENTIAL GUIDE TO 'MEMO' TRANSACTIONS

by **Suzan Flamm, Assistant General Counsel, JVC**

Our industry regularly does business on consignment, or "memo," as it is known in the trade, a risky arrangement even in the best of times. As we know, these are not the best of times. Unfortunately, as the economy goes down, the risk of consignment transactions goes up. The AGTA is pleased to announce that it will be mailing important information regarding this subject to all members: the recently issued Essential Guide to "Memo" Transactions, a joint publication of the Jewelers Vigilance Committee and The Jewelers Board of Trade.

A falling economy leads to bankruptcies. As many have unfortunately experienced, consigned goods may end up as collateral for a bank's secured debt if a customer becomes bankrupt while holding those goods.

Suppliers who thought they "owned" the consigned merchandise have been surprised to learn that, in the eyes of a customer's bankruptcy trustee, "ownership" is a flexible term when it comes to satisfying secured lenders.

While there is no way to ever guarantee that a supplier will be paid for consigned goods, or get them back, it is possible to reduce the risk of an outright loss. The Essential Guide explains the law governing consignment transactions, with a focus on why suppliers are in such vulnerable positions once the consigned goods are in the possession of their customers. It also provides solid tips for evaluating the financial health of customers, information

you need to best decide whether or not to ship goods on consignment.

Should a supplier decide to go forward with a memo transaction, the Guide describes the steps necessary to create a perfected security interest in the consigned goods, and to protect that interest. These steps include:



- Obtaining a signed consignment agreement
- Filing a UCC-1 financing statement
- Conducting a lien search to find earlier creditors
- Notifying earlier creditors
- Monitoring the situation for signs of trouble

Getting the details right in a consignment is critically important, and may be the difference between getting memo goods back – or not – in the event of a bankruptcy. These details are discussed in the Essential Guide, and include:

- Filing the UCC-1 financing statement in the correct state
- The importance of using the customer's correct legal name when filling out a UCC-1 form and when conducting a lien search
- Knowing when filings expire and must be re-submitted
- A clear explanation of the laws related to consignment transactions

The Guide also discusses the resources available through the Jewelers Board of Trade to stay current on the financial health of consignment customers. We urge our members to take a close look at this timely publication, and thank the Jewelers Vigilance Committee and the Jewelers Board of Trade for making it available to the industry.

Download the Guide for free from JVC's web site, www.jvclegal.org or JBT's site, www.jewelersboard.com.

Visit JVC's site for legal compliance products and services, many free or at deep discounts for JVC members. Jewelers can join JVC in 2009 at 2008 rates. ▲



125th Anniversary | 1884-2009

THE VALUE OF AN ORIGIN REPORT

by Dr. Lore Kiefert, AGTA GTC

Gemstones gain their value not only because of their outstanding beauty and brilliance, but also from their origin. The country, or mining area, a gemstone originates from may have a strong impact on its price. Therefore, gemstone reports with an origin determination are one of the most desired products from gemological laboratories.

For the trade, a report with the right origin is a strong selling tool. Auction houses and high-end jewelers prefer to sell their gemstones with such reports as they inspire more confidence with their clients. Colombian emeralds, Burmese rubies and sapphires, and Kashmir sapphires are among the most sought after gems and, therefore, obtain much higher prices than their counterparts from other countries when accompanied by an independent report confirming the gemstone's origin.

Recent developments in the political climate of some countries have led to a new reason why origin determinations are more important. Currently, some gemstones are banned from being imported into the American market, while some are connected with rebel activities and are in danger of being banned. Origin reports are dated and indicate whether the gemstone was imported before any such ban. The call for fair trade gemstones, which are mined in an environmentally sound manner without child labor and environmental destruction, is yet another concern as to where a gemstone originates.

One such example is the Tom Lantos JADE Act, which prohibits new imports of Burmese rubies and jadeite into the U.S. There are rubies from other sources available, although not in the quantities that Burma has historically produced. Rubies from Thailand, Vietnam, Tajikistan, Malawi, Madagascar and Tanzania can be imported into the country legally (Fig. 1), but must not be sold as having Burmese origin. In the client's eyes, it is important to know where the gemstone is from before making a purchase decision that

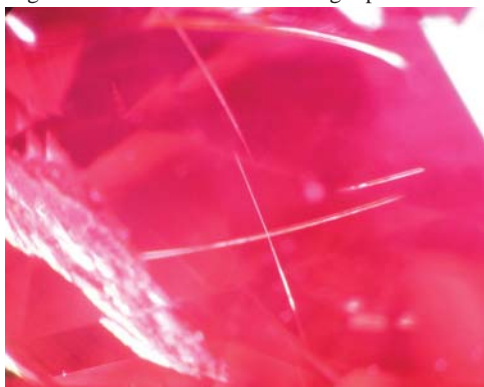


Fig. 1: Bent needles are typical inclusions in ruby from Winza, Tanzania. Photo: Lore Kiefert, ©AGTA GTC

may reflect their views on fair trade and political ideals.

In order to produce an origin report of a gemstone, it takes more than just a gemologist. Some gemstones are relatively easy to determine origin, but for others typical inclusions may be lacking or overlapping with various sources. Only a small number of laboratories are equipped to take on this challenge, especially with so many new sources being found. Reputable, traditional gemstone labs performing origin determinations are staffed by experienced gemologists with a scientific background, equipped with advanced instrumentation (Fig. 2), and maintain a reference sample



Fig. 2: EDXRF analysis determines the chemical composition of a gemstone, aiding in narrowing down the possible origin of a gemstone. Photo: Lore Kiefert, ©AGTA GTC

database. A gemstone in such a lab is always tested by at least two gemologists. The resources needed to maintain this standard are enormous, and this has been reflected in the fee of origin reports in the past.

Since the late 1990's, more gemstone labs have opened, and existing laboratories, who traditionally concentrated on diamond grading, expanded into colored gemstones by issuing origin reports. Most of these laboratories relied on published data rather than their own observations.

This led to some confusion when, for example, the sapphire deposit in Andranondambo, Madagascar, was discovered. The mine produced sapphires (Fig. 3A) that looked very similar to Kashmir sapphires (Fig. 3B). To the inexperienced eye the inclusions appeared like the ones in published journals and, therefore, a large number of wrong origin reports were issued for these sapphires. It was only the laboratories that traditionally issued origin reports that noted the subtle differences in the visual appearance of inclusions and advanced data. These laboratories delivered accurate results. Tradition and experience do count when it comes to producing accurate results.

The climate in the gemological world is changing. New sources offer new challenges. The AGTA Gemological Testing Center has

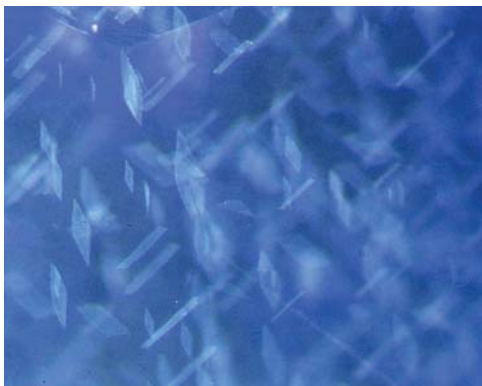


Figure 3A. Typical inclusions in a sapphire from Andranondambo, Madagascar. Photo: ©Henry A. Hänni, SSEF.



Figure 3B: Sapphires from Madagascar can look very similar to Kashmir sapphires. However, a closer look shows that the pattern in Madagascar sapphire is more regular than in Kashmir sapphire. Photo: Hpone-Phyo Kan-Nyunt, ©AGTA GTC

the data, instrumentation and experienced gemologists to meet these challenges head on and provide credible origin reports. ▲

AGTA Members receive preferred pricing with the AGTA GTC.

For current fees and other lab services, please contact:

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New York, NY 10036

212-752-1717 T

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www.agta-gtc.org

info@agta-gtc.org



Fig. 4: Example of an origin report of a sapphire from Yogo Gulch, Montana, USA issued by AGTA GTC.

AGTA PRODUCT UPDATE



A Guide To Colored Gemstones Brochure

We have just refreshed this valuable point of sale brochure by adding a new cover, new images and updating the text. The brochure is 16 pages of buying information and gemstone photography.

Postcards - \$20 per pack of 100

Holiday Cards - \$25 per pack of 50 cards (including blank white envelopes)

Stock Photography Program

We have recently added approximately 30 new photos to our stock photography library, including classic finished jewelry styles and new gemstones. The images can be used in marketing materials, websites and/or displays. The images are available in high or low resolution depending on your needs.

Images - \$50 each

This is a great resource for sales associates and as an informational brochure to give to clients.

\$25 per pack of 50 brochures

Sapphire Inclusion Postcard and Holiday Card.

Looking for an interesting event or holiday card? This stunning image of a natural sapphire inclusion will be sure to attract attention and create conversation. It is available in an oversized 5x7 postcard, perfect for events or special offers, or as a folded holiday card for wishing your clients the best of the season. In both formats, there is substantial room to have your custom message printed by your printer.



MEMBER PROFILE: JACK SEIBERT



Jack Seibert, president of Jack Seibert Goldsmith Jeweler, has been involved with jewelry since his college days. Jack attended nearby Ohio State University (just a short drive down Lane Avenue) to pursue Fine Arts. It was there that he began assisting in the jewelry and metalsmithing department.

Seibert began to exhibit his own jewelry pieces in the Columbus Arts Festival as well as Winterfair in the early 1970s. This led to a further 10 years of exhibitions across the country at juried arts festivals from Miami to New York.

After his college days and exhibition years, Jack earned his Graduate Gemologist diploma from the Gemological Institute of America in 1981. Seibert Jewelers has continued to flourish with fine custom designed jewelry, one-of-a-kind pieces, and ideal-cut diamonds.

Jack Seibert Goldsmith Jeweler opened for business in 1979 with 587 square feet of leased space in the Lane Avenue Shopping Center. Ten years later, that space was expanded to 1,030 square feet due to Jack's dedication to the business and the community's excellent response. In 1995, Jack bought his current building at 1741 West Lane Avenue and moved his business into it that year.

Jack Seibert Goldsmith Jeweler is a working goldsmith studio specializing in the design and creation of fine jewelry. His staff strives for excellence in the design, repair and appraisal of fine jewelry. His designers have been honored with numerous awards, including three AGTA Spectrum Awards™ and statewide honors

offered by the Ohio Jewelers Association.

One of the first noticeable things in Jack's studio is the "Wall of Rings." With over 700 brass models on small shelves, this wall represents only a small portion of the custom pieces that have been designed over the years. As buyers wander through the store they will see cases that include wedding jewelry, colored gemstone jewelry, cultured pearls and more casual pieces. Since Jack Seibert is in essence the brand, the store only carries a limited number of branded jewelry lines. Along the top of the walls, Seibert's credentials are proudly displayed. "AGTA Membership is instant recognition in the retail field - it enables you to be on top of trends and innovations in our ever changing industry," stated Seibert.

Of course, in Jack's studio is a goldsmith bench. This enables all projects to stay within the studio, and allows for his custom designs to be fully created in-house..

According to Jack, sales tips are pretty simple. "Always under promise and over deliver. You must think long term to survive in this business - strive for honesty and integrity." In addition, Seibert strives for educational excellence. With a strong knowledge of gemology, Jack and his staff are able to clearly communicate with their customers and this is key to his success in the industry. In recognition of his business and community achievements, Jack was recently named the prestigious *Corporate Business Person of the Year* by the Upper Arlington Chamber of Commerce.

To learn more about Seibert and his designs, visit him at www.jackseibert.com. ▲



NEW MEMBERS

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A. G. Gems, Inc.
Anil K. Mehta

Bead Palace, Inc.
Naresh Garg

Crown Color U.S., LLC
Lucas B. Amelung

Doost Gems, Inc.
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Rajeev Kumar Sand

Forever Creations USA, Inc.
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Stone, LLC
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Kanchan Impex, Inc.
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Lone Star, Inc.
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Madacana
Randy Gillies

Pearl Concepts, Inc.
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Rare Gemstones, Inc.
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Stone USA, Inc.
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Harmon Group
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Il Hyun Museum
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J.K. George

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Appraisals, LLC
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Michael Mc Nevin

MJ Wholesale
Krishan Agrawal

Platinum Guild International
USA Jewelry, Inc.
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Cape Jewelry Brokers
Dave Siskin

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EstateBuyers.com
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Gunsaka, LLC
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Hamilton Estate Jewelry
Keith Hamilton

Nevill Antiques
Fred Nevill

Something Old - Something
New Jewelry & Coin
Michael J. Quinn

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Gabriel Ciupek

Astary/AST Holdings, LLC
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Melody Hendry

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Kennedi Milan

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Pearl Exporting Co.
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James Jackson

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Artisan Jewelry Co.
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Aucoin-Hart Jewelers
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BHWY Designs
Barbara H. Weber-Yoffee

Bonita Designs
Bonita Kothmeier

Bramble's Clothing
& Jewelry
Richard N. Bramble

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Cathy Calhoun

Christopher's Fine
Jewelry Design
Lois Wacholtz

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June Carol Gianforte

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Mehran Schirazi

DBS Jewelers/Leisure, Inc.
Aida Leisure

Ethan Lord Jewelers
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Kane Jewelers
Jan Jones Ferguson

Inner Circle
Denise Nelson

Jewelry Television
Carrie Fox

JP Design Studio
Jolanta Pawlak

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Judi McCormick

Kayenta Trading Company
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Mary Clare Stephan

Kevin Kelly Jewelers
Kevin Kelly

Lakein's Jewelers
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