

AMERICAN GEM TRADE ASSOCIATION

PRISM

SPRING 2010

**GREAT GEMSTONES.
GREAT JEWELRY,
GREAT STORIES.**

**AGTA GEMFAIR™
TUCSON RECAP!**

**LONGING FOR
LABRADORITE**

**SPECTRUM
MOMENTUM**

**GREEN
SPIRITED**

**MEMBER PROFILE:
MICHAEL ENDLICH**





AMERICAN GEM TRADE ASSOCIATION

MEMBERSHIP BENEFITS

The American Gem Trade Association (AGTA) 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 annual 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 featured in the AGTA Source Directory. This is a powerful tool that gives access to a valuable network of fellow gemstone professionals. Over 20,000 copies are distributed!

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

Members have access to leading industry programs. These programs include Bank of America Merchant Services, FedEx Express® Shipping, FedEx Declared Value, FedEx Kinko's, GE Money Luxury Program, insurance programs through Association Health Programs, the Office Depot: Taking Care of Business program and car rental services through Avis and Budget.

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

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

PRISM

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ON THE COVER:

2010 AGTA Spectrum Awards™ winning sapphire ring by Jeffrey Bilgore, LLC.

2010 AGTA Spectrum Awards™ Collection sapphire necklace and earrings by Omi Gems. Photographed by Jack Deutsch.

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LETTER FROM THE PRESIDENT



Dear AGTA Members,

I am pleased to announce that the World Jewellery Confederation (CIBJO) and International Colored Gemstone Association (ICA) have adopted the disclosure codes for colored gemstones as formulated by the American Gem Trade Association. Discussions between CIBJO, AGTA and ICA have been ongoing since the 2009 CIBJO Congress in Istanbul, Turkey, where the CIBJO membership had resolved that it needed to include codes to provide an efficient method of communicating treatments on jewelry tags and commercial documents.

Both the AGTA and ICA have used codes to disclose treatments for decades; however, the systems of codes were not directly compatible. The final decision to harmonize the disclosure codes for colored gemstones came during the 2010 AGTA GemFair™ Tucson. A task

force comprised of representatives from CIBJO, ICA and AGTA agreed that all three associations would implement the use of AGTA's disclosure codes for colored gemstones, this pending the approval of their respective Boards. The approval of these codes at the CIBJO congress in Munich completed the process on CIBJO's part. AGTA, CIBJO and ICA have collectively agreed to continuously update the disclosure codes as needed.

I would like to personally thank CIBJO President, Gaetano Cavalieri, CIBJO Vice President Roland Naftule, ICA Vice President, Charles Abouchar and of course AGTA Chief Executive Officer, Douglas K. Hucker. Through these key individuals and their efforts, we have achieved an unprecedented level of cooperation amongst three bodies representing virtually the entire global colored gemstone community.

For AGTA Members, this means that global disclosure can start at the industry pipeline and end with the consumer. To see the Gemstone Information Manual online, visit www.agta.org/info/index.html.

In regards to AGTA GemFair™ Tucson, I am very pleased with the direction of the show. Held February 2-7 at the Tucson Convention Center, the show had an

increase in buyer traffic over the 2009 show. A total of 8,176 registered buyers attended the event, a 7% increase over last year. For the most part, exhibitors and buyers had a very positive experience. This was a great way to kick off the upcoming shows. The schedule for AGTA GemFair™ Tucson for 2011 will remain the same. The show will open on Tuesday, February 1 and close on Sunday, February 6.

To date we have added 116 new Members to our Association. We are now 1,103 Members strong. We are receiving a positive response from retailers and wholesalers who are excited about our benefit offerings and point of sale merchandise. Make sure you are taking advantage of your AGTA Member benefits!

I look forward to seeing many of you at AGTA GemFair™ Las Vegas. Remember our Membership meeting will be held Monday, June 7 at 8:30 am. We look forward to you contributing to the meeting.▲

All the best,

A handwritten signature in black ink, appearing to read "B. Hackman". The signature is fluid and cursive.

Benjamin Hackman
AGTA President

LETTER FROM THE CEO



Gemstone Disclosure: Not a Posture, a Foundation

One of the fundamental tenets of the American Gem Trade Association is our commitment to full and accurate disclosure of gemstone and cultured pearl enhancements. Our long standing and unwavering adherence to this responsi-

bility is a fundamental method in which we can distinguish ourselves from our competition and develop a relationship of trust and confidence between our clients and ourselves. I'm sure you'll agree that a consistent presentation of this position is of paramount importance in helping to maintain the integrity of (continued on page 3)

our products, the professional reputation of our Association and the prosperity of the colored gemstone trade.

As a Member of AGTA, each of us has this obligation to maintain a credible leadership role, which in turn helps to ensure customer confidence in our products. Since its inception, AGTA has been at the forefront of enhancement issues, specifically by requiring Member disclosure on all commercial documents and by asking Members to annually reaffirm their commitment to abide by AGTA's Code of Ethics.

In the last few years we have seen a rapid expansion of interest in colored gemstone and cultured pearl jewelry. Much of this is owing to the ubiquitous presence of color in fashion, consumer goods, interior design and the like. It is no surprise we have enjoyed a corresponding growth in interest for our gemstone products. But we must also address the constant introduction of new and more sophisticated treatments entering the market. Whether the purpose is to improve the gemstone's appearance, provide a greater supply of material at a more competitive price point, or just a result of industry's inherent penchant for tinkering with Mother Nature the prospect of more and better treatments is a reality with which we must deal.

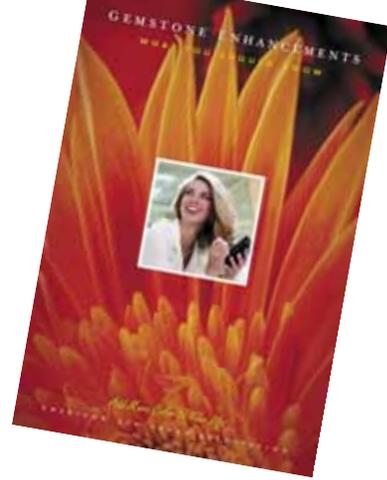
Diffused andesine, treated black diamonds, coated topaz and glass-filled ruby are but a few examples of treated materials that not only pose a challenge in identification but also demand a more disciplined attention to disclosure. We cannot assume that our clients, wherever they are in the supply chain, are aware of these treatments. We cannot address specific treatments with broad, blanket statements. The disclosure of these treatments must be specific and integral to our sales efforts.

This year, the AGTA joined with the International Colored Gemstone Association (ICA) and the World Jewelry Confederation

(CIBJO) in unifying the disclosure codes that can be use within the trade to address treatments. Updates on these codes are available on line and will be distributed to our members through our regular electronic and printed communication.

In our continuing efforts to actively maintain and improve our professional and ethical position, the AGTA Board of Directors has mandated that all AGTA Members in good standing actively demonstrate how enhancements and treatments are being disclosed. This can be done quite simply and quickly. We ask that you provide to the AGTA office a sample copy of your commercial documents (i.e., memos and invoices demonstrating disclosure). Your timely assistance in this is greatly appreciated. We respectfully request that you do not delay, and send copies of these documents as expeditiously as possible. All Members will be required to maintain current samples of these documents on file with AGTA in Dallas.

Some Members may not yet have this disclosure information printed on memos and invoices. To assist you, if this is the case, we have samples of disclosure stickers as camera-ready artwork for printing available at www.agta.org/services/disclosure.html along with a copy of the latest edition of the Gemstone Information Manual, on line at www.agta.org/info/index.html.



By providing this brochure at each point of sale you can be sure that your customer has a clear understanding of the typical enhancements used in the most common gemstones. These brochures also available by contacting our Client Services Department at 800-972-1162 or can be ordered online at <http://www.agta.org/consumer/products>.

Thank you for taking a few moments to comply with this critical ethics requirement. Working together, there is so much we can do for the consumer, the gem and jewelry trade, and all AGTA Members. Please don't hesitate to contact me at the AGTA office if you have questions about disclosure information. ▲

Sincerely,

Douglas K. Hucker
Chief Executive Officer

Gemstone Enhancement Codes*		
N = NOT ENHANCED	F = FILLING	O = OILING/RESIN
H = HEATING	R = IRRADIATION	B = BLEACHING
U = DIFFUSION	C = COATING	L = LASERING
HP = HEAT & PRESSURE	D = DYEING	I = IMPREGNATING
SC = SPECIAL CARE REQUIRED	W = WAXING/OILING IN OPAQUE STONES	

*Codes must appear in a column next to all gemstone descriptions, with a noticeable reference or label, at the bottom or back of invoices and memorandums. Codes and type of treatments must only be used as directed in the *Gemstone Information Manual (GIM)*, 9th Edition, available online at <http://www.agta.org/services/disclosure.html> or from the American Gem Trade Association, 3030 LBJ Fry., Ste. 840, Dallas, TX 75234. Phone: 800-972-1162.

For our retail members, a copy of our consumer friendly disclosure brochure "Gemstone Enhancements, What You Should Know" is highly recommended to aid you in discussing treatments with your customers.

You'll click with us.



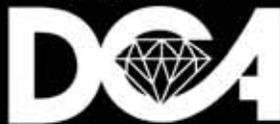
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AGTA GEMFAIR™ TUCSON - THE WORLD'S NUMBER ONE SHOW FOR COLOR!

The 28th annual AGTA GemFair™ Tucson, once again lived up to its reputation as the world's finest showcase of natural colored gemstones, cultured pearls and designer jewelry. The six-day event 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. Since AGTA Members are dedicated to maintaining the highest ethical standards and full disclosure, buyers know they can shop with complete confidence.

GemFair showcased the latest in natural colored gemstones and 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. The 2010 AGTA GemFair Tucson had a 7% increase in buyer traffic over the 2009 show. A total of 8,176 registered buyers attended the event.

The mood of GemFair Tucson seemed upbeat and optimistic. Many dealers were quite pleased with the business. "I thought the traffic was terrific," said Peter Bazar of Imperial-Delta, Inc. "Our responsibility is to produce a good show and bring buyers in. I think we are turning a corner."

In the GemHall, dealers offered every imaginable color, shape and size of natural colored gemstones and the finest selection of cultured pearls. Buyers found new finds and old favorites amid an incredible selection of gemstone materials. Finer quality gemstones were in good demand, while, the commercial market seemed slightly sluggish. Consumers are looking for something unique and different and retailers took note by stocking that inventory. "Our best seller at the show was definitely alexandrite. We sold a range of

sizes, mainly in better quality," said Niveet Nagpal of Omi Gems.

One major highlight at this year's show was the return of MJSA Expo West. MJSA's *At The Bench Live* featured a new location outside the Grand Ballroom. Live demonstrations from industry professionals such as Lisa Krikawa and Alishan Halebian were well attended. The MJSA EXPO West Pavilion provided a comprehensive selection of equipment, software, jewelry display merchandise, packaging and accessories to help buyers in all facets of their business. MJSA EXPO West shared a new location in the Grand Ballroom along with the *Spectrum of Design Jewelry Pavilion*. This pavilion featured the most creative and talented designers in the United States and Canada. Our designers offered a wide range of creations, from classic to contemporary styles. Style-savvy retailers look to AGTA designers to anticipate "what's next" in colored gemstone jewelry design. The Grand Ballroom also featured the winners of the 2010 AGTA Spectrum Awards™, giving attendees the opportunity to see the designs and colored gemstones up close.

GemFair also featured the Antique and Estate Dealers Pavilion in the Grand Ballroom. This pavilion offered the highest quality estate jewelry in a wide array of styles and price points.

AGTA GemFair™ Tucson showcased important 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 over 35 FREE seminars offered education at every level—from basic to advanced. The program proved very popular with packed rooms and Q & A sessions. Attendees



Buyers in GemHall



Nanci Knott and John Leavy



MJSA AT The Bench Live Demo



Cultured Pearl Association Exhibit



Peter and S. K. Lee



Mary Lou Keen and Her Trophy



Patti Geolot and Barbara Lawrence



James Currens

had the opportunity to learn from and network with peers and colleagues, ask questions and take home useful and practical information they could put to use immediately. Seminars included the “Best Buys in Tucson,” “Capitalizing on Color” and “Marketing to Women.” Topics ranged from effective sales and marketing strategies, financial management in today’s economy and industry trends. AGTA recorded approximately 25 of the seminars, the information packed DVD-Rom contains the audio and PowerPoint presentations and have been provided at no charge to AGTA Members and DVDs are \$50 for non-members. For more information, contact sales@agta.org or call 800-972-1162 to order.

The 14th Annual Coyote Classic Charity Golf Tournament kicked the week off on Sunday, January 31st. 49 golfers participated in the event at the *Omni Tucson National Golf Course* to benefit the Special Olympics. The winning foursome included Rick Grinnell, Fermin Samorano, Scott Sirois and Francisco Barrios of Rosemont Cooper Mine. The AGTA raised over \$11,000 to benefit this worthwhile cause through AGTA exhibitor donations and golfers. Special thanks to FedEx for their sponsorship of the tournament. Other sponsors included MTCVB, Back Cove Resources, Instore Magazine and Allan Norville.

The AGTA Dinner Dance and Spectrum Awards Gala, sponsored by the Diamond Council of America, was a show-stopping event. Hundreds of top designers, manufacturers, retailers and lapidary artists mingled and networked. Guests enjoyed fabulous food, cocktails and live entertainment from the Robert Street Band. The Gala honored the winners of the 2010 Spectrum Awards Competition.

Winners were awarded one-of-a-kind hand-crafted trophies designed by Gessel Studios. A video documenting the AGTA Spectrum Awards™ was shown, giving a glimpse of the behind-the-scenes action and the media outreach that accompanies the industry’s premiere colored gemstone and cultured pearl design competition.

Other social and networking events saw increased attendance as well, including the Contemporary Design Group Party on February 2 and the ICA Reception on February 3 where ICA, GIA and AGTA produced a tribute to Campbell Bridges.▲

Exhibitor opportunities for the 2011 GemFair Tucson are available! For further information, please contact
 Mary Lou Keen
 Trade Show Manager
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 Dallas, TX 75234
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 E-mail: info@agta.org
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Mark your calendars to join us next year February 1 - 6, 2011, for AGTA GemFair™ Tucson at the Convention Center in Tucson, Arizona.



AGTA SPECTRUM AWARDS™

SPECTRUM MOMENTUM

One of AGTA's biggest contributions in the promotion of colored gemstones and pearls has come from its annual AGTA Spectrum Awards™ and Cutting Edge Awards competitions. Launched in 1984, the AGTA Spectrum Awards™, is considered the most respected and prestigious competition for the jewelry designers and lapidaries. The AGTA Spectrum Awards™ honors, recognizes and promotes designers whose work utilizes natural colored gemstones and cultured pearls in finished fine jewelry design. Winners set the standard for excellence for our entire industry.

AGTA invests significant resources to promoting the winning jewelry to the consumer and trade media, as well as stylists in movies and television. AGTA hosted dozens of editors, bloggers and stylists at its annual 'Editors Event' in New York City, and as a result 2010 has seen unprecedented coverage of Spectrum Awards pieces, both winners and non-winners alike. At the event, the attendees see all of the entries and often choose jewelry for photo shoots that did not win. In fact, when we polled the editors for the new Editors' Choice Award, the piece that they selected, a champagne diamond tassel necklace by Evelyn Clothier, had not placed in the competition.

Spectrum Awards collection jewelry graced the covers of *Modern Bride* Connection twice, *JCK* Magazine, and Canada's *Jewellery Business* magazine. Several pieces were chosen as "The Best Jewelry Designs of 2009" by Brides.com, including rings by Aaron Henry, J.W. Currens and Ricardo Basta. Blogs and websites, such as MyItThings.com, LAsStory.com and Portero.com, also spread the word about the beauty of the collection. All the winning pieces were featured in several trade publications.



Figure 1



Figure 2



Figure 3

At the Golden Globes, Maria Menunos wore a standout ruby ring by J.W. Currens (Figure 3).



Michael O'Connor with CBS Los Angeles Style Correspondent Kimberly Knoll. Evelyn Clothier's moonstone earrings.

For the 2010 Oscar week, the AGTA displayed a collection of entries at the StyleLab Academy Awards™ Red Carpet Jewelry Preview in Beverly Hills, CA. The jewelry was selected with input from stylist and television commentator Michael O'Connor of Style & Substance, Inc. A total of 17 Spectrum pieces were chosen for the collection, including designs by Ariane Zurcher, Ashleigh Branstetter, Erica Courtney, Evelyn Clothier, J.W. Currens, Omi Gems, Paula Crevoshay, Samuel Getz, Suna Brothers and Yael Designs.

Three Spectrum Award-winning pieces were selected for the Oscars, with two of the designs chosen by Oscar winners. Mauroio

Fiore, who won the Oscar for cinematography for "Avatar," Bob Murawski, who won the Oscar for editing of "The Hurt Locker" and Oscar-nominee (District 9) Dan Kaufman's date. See the bottom of the page for jewelry worn on the red carpet.

"This was a great opportunity for AGTA, the AGTA Spectrum Awards™ and the individual designers to get some incredible exposure at a very high profile event," AGTA Chief Executive Officer Douglas Hucker said. "The collection featured a beautiful palette of colored gemstones, woven into amazing designs by our Spectrum Awards entrants."

The buzz did not stop there. The collection was featured on several pre-show blogs. Furthermore, two pieces were chosen for a magazine photo shoot - Ashleigh Branstetter's diamond slice earrings (Figure 1) and Ariane Zurcher's multi-colored bracelet (Figure 2). The photos appeared in the May issue of *Florida International* magazine.

As you can see, just entering the competition has its benefits, whether you win an award or not. The exposure is incredible. Winning an AGTA Spectrum Award™ is an achievement that is recognized throughout the industry and has elevated many designers to new heights.

Invitations for the upcoming AGTA Spectrum Awards™ will mail out soon. For an entry form and more details log on to www.agta.org. ▲



London blue topaz cabochon and dia-mond cuff links set in platinum by Ashleigh Branstetter were worn by "Avatar's" Mauroio Fiore. The cufflinks were an AGTA Spectrum Awards™ winner for Manufacturing Honors in the Men's Wear category .

Black and white diamond "Lava" earrings by Yael Designs were worn by "District 9's" Dan Kaufman's date. The earrings were an AGTA Spectrum Awards™ winner for Manufacturing Honors in the Evening Wear category.

Blue sapphire slice platinum cuff links from Basser and Bigio were worn by "The hurt Locker's" Bob Murawski. The design was an AGTA Spectrum Awards™ First Place Winner in the Men's Wear category.



LONGING FOR LABRADORITE

By Deborah Yonnick

A favorite feldspar mineral in the moonstone family, labradorite is showing up in an array of designer jewelry that plays on the virtual light show gleaming from within this luminous gemstone. Think Aurora Borealis in stone.

Called the “bringer of light,” labradorite has a metallic sheen and is popular in shades of gray. It also can be black with flashes of blues and yellows or milky with golden glints. The finest material, known as spectrolite, is semi-transparent blue with strong iridescence awash in a blend of colors including green and yellow when viewed from different angles.

Cathy Cronin of Boston Gems notes that labradorite, much like its kin moonstone, is a natural gemstone that is not enhanced. “Moonstone has a natural schiller occurrence called adularescence, labradorite has it’s own natural effect called labradorescence,” she explains. “The gemstone takes on many colors, but with its dark base the colors appear different depending on it’s light source and can

sometimes create a rainbow effect.” If cut properly, she says labradorite is a very rich looking gemstone, allowing it to team up with high-karat gold and diamonds as easily as it does with silver and other gemstones.



Labradorite owes its not-so-sexy name to the place where it was first discovered, the northeastern region of Canada in the province of Newfoundland and Labrador. The gray variety of this gem primarily comes from Canada, while yellow most often comes from Russia, and spectrolite is found in Finland. Others sources include Madagascar, India, Norway, Australia, and Mexico.

Mystics regard labradorite to be a gemstone of transformation. Labradorite is believed to clear, balance and preserve the

aura; diminish stress; enhance intuition and psychic development; aid in subconscious issues; and provide clarity. Associated with the solar plexus and brow chakras, labradorite is believed to help with eyesight, brain functions and digestion, aid in sleep, and improve energy.

Artists like Andrea Rosenfeld of Wickatunk, New Jersey design around gemstones that empower the wearer. “Labradorite offers a wealth of healthy energy including the ability to protect one’s aura, attract strength and perseverance, and enhance faith and reliance in oneself,” she explains. “On the physical end, labradorite can be used in the treatment of disorders of the brain and to reduce anxiety. I use it in my weight loss pieces as it aids in digestion and can regulate one’s metabolism.”

But Rosenfeld also is drawn to labradorite’s intriguing personality. “One minute you’re seeing a simple gray crystal but with a slight turn of wrist, BAM, blue, green or orange escapes from within,” she tells. “Light bounces off planes inside the feldspar creating vibrant blues, violets, greens, yellows and oranges, but the neutral

color of this crystal allows it to work with many other colors.”

While designer Laura Gibson of Tucson, Arizona finds intrigue mixing it with black tourmaline, black spinel and onyx. “Labradorite looks especially good on women with blue and/or green eyes,” she says. “Personally, I love it for its gray color because my hair is gray and it looks great on me!”

Katie Diamond, a New Jersey-based designer loves the life of labradorite.

“The gemstone is like magic to me, it has incredible depth. It reminds me of the night sky reflecting off the ocean. From a practical standpoint, the range of color in each gemstone makes labradorite a great choice for neutral but interesting everyday jewelry.”

For N.Y.C. designer Robert Lee Morris labradorite captures the magic

world in which most of his jewelry originates. “It’s a stone of the Arts and Crafts movement,” he tells. “In the late 1800s, it was prized for its similarity to the peacock feather. Cousins to blue moonstone and star sapphire, there is a flash of life in this gemstone. Set in large cabochons with thick molten silver is a touch back to the magnificent work of British silversmith Archibald Knox, his use of labradorite, moonstone and sculptural form that evoked the emotional mood of the times.”

Like Cinderella at the ball, labradorite has shown up on the red carpet. A great example is the diamond, South Sea pearl and labradorite 18k gold necklace that actress Lauren Velez of the Showtime series “Dexter” wore to the 2009 Golden Globe Awards. The piece was made by Hollywood’s darling designer Erica Courtney, who has used labradorite in high-end pieces including a killer pair

of platinum diamond earrings with labradorite teardrops. Courtney selects gemstones that have character, so mixing labradorite with diamonds and platinum is like Sharon Stone pairing a gap T-shirt with a luxe Valentino skirt—unforgettable!

“I love that it is a neutral; I’m drawn to the labradorescence of the stone. I love it so much I had my bathroom counter tops commissioned in labradorite.”

Tip: Certain labradorites are fragile, so always handle with care. Clean with a soft polishing cloth, plain water rinse or mild solution of soap and water.▲

Images:

Necklace by Samuel Getz Designs

Ring by Katie Diamond Jewelry

Earrings by Erica Courtney

Labradorite by Boston Gems

AGTA MEMBER BENEFITS

The foremost benefit of Membership is the greater level of confidence your customer gains knowing that you uphold the highest standards and ethics by belonging to the AGTA. AGTA Membership does have its privileges. Make sure you are taking advantage of your Membership benefits:

AGTA Identification

Increase customer confidence by proudly promoting your AGTA Membership. AGTA supplies each Member with a certificate, window clings and the AGTA logo.

Retailers’ Reference Guide (RRG)

The RRG is a 132-page comprehensive book designed to provide retailers, their sales associates and their customers with a better understanding of Diamonds, Colored Gemstones, Pearls and Precious Metals. Beautifully illustrated, the RRG combines Key Fact Guides that act as a quick reference guide, as well as full chapters covering each category in full detail. The RRG was developed by the World Jewellery Confederation (CIBJO), of which AGTA is a member, and the RRG sells for \$100. In keeping with our commitment to provide AGTA Members with the best possible values for your Membership dues, AGTA has

provided each Member with one free copy of the RRG. To purchase additional copies at the AGTA Member price of \$50, please contact sales@agta.org.

Marketing and Point of Sale Products

Members receive preferred pricing on our large variety of marketing materials including the Birthstone Collection GemCards and stock photography program. AGTA has recently added over 50 new gemstone and jewelry images to its stock photography library on www.agta.org, including the popular “Eye Candy” marketing campaign images from the 2010 AGTA GemFair™ Tucson. These images are great for use in marketing materials, in-store posters or on your website. AGTA stock photography images are just \$50 each, which is a significant savings over shooting them individually. If you buy more than 5 images, there will be a 20% discount applied to the order. The “Eye Candy” campaign images are \$50 each or the group of four for \$100 total. Dress up your store, educate your customers, train your staff and establish yourself as a committed, valued AGTA Member.

(continued page17)



MEMBER PROFILE: MICHAEL ENDLICH



Michael Endlich was born and raised outside of Seattle, Washington. He happened upon jewelry making through a high school class in what became a life-changing experience. Blessed with a wonderful mentor who took his interests seriously; the mentor encouraged Michael to pursue jewelry making professionally. It was then that he also discovered the power jewelry can have to convey love and meaning. “It made quite an impression on me to make original pieces of jewelry for both my mother and girlfriend.”

After high school, Endlich relocated to California to pursue further studies in jewelry making through the College of Arts and Crafts where he studied with Alan Revere. It was Revere who first inspired him to think of jewelry as an art form.

“I have worked in the jewelry industry for over 30 years. I started out as a polisher and subsequently apprenticed as a diamond setter. Early on I worked with a number of master jewelers, learning my craft while developing my own line of jewelry on the side,” says Endlich.

In 1983, Michael Endlich ventured out on his own and founded Pave Fine Jewelry, first in his home and, after a few years, opened a small retail space in Oakland, California. The word, Pave, is French for cobblestone. Every stone is unique in its own way with one leading to the next, just as every piece of jewelry Pave makes is similarly unparalleled and of the finest quality. Over the years Pave Fine Jewelry continued to expand and eventually opened

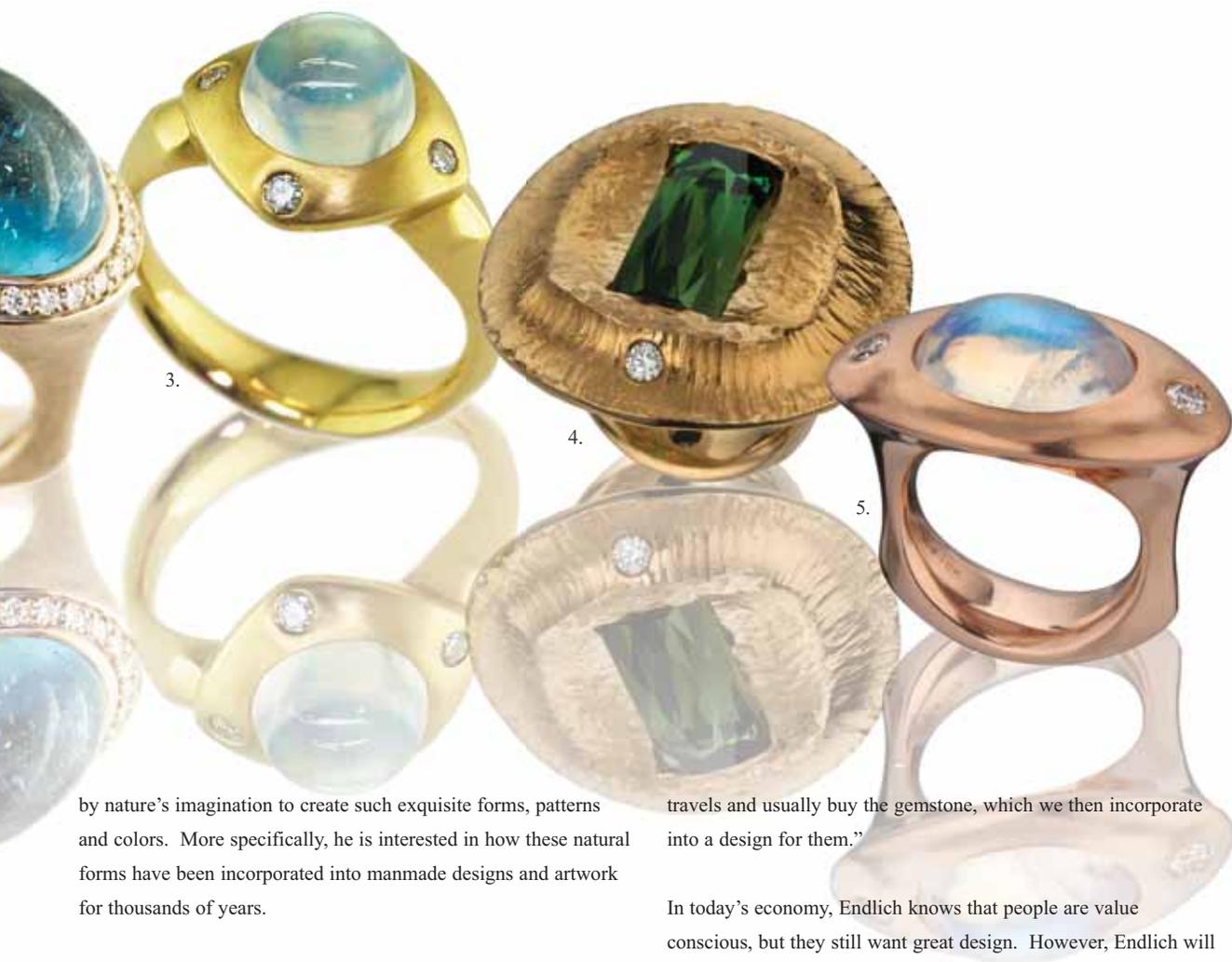


a second store in Berkeley, California. Pave currently employs a staff of twenty including highly-skilled design sales staff and master jewelers. Since inception, Pave has specialized in custom work and has been voted “Best of the East Bay” by two local papers for the past ten years. Over 50% of their inventory comes from their workshop.

“An important inspiration in making custom designs is the client’s own story. By understanding what the client wishes to express and eliciting personal symbols and meanings, we can co-create a form that best embodies the client’s vision,” explains Endlich.

Michael Endlich trains his staff to be designers first and foremost. Pave Fine Jewelry utilizes hand-renderings verses CAD/CAM. This is distinctly unique, and over 60 percent of the business comes from custom work. “This has been very effective and adds more to the mystery and magic of jewelry making as art.”

His life-long passion for nature is a huge influence in his work and in his life. “As a child I have wonderful memories of the time spent with my grandfather, who worked as a forest ranger in Washington. My brothers and I spent countless hours with him camping, fishing and developing a love of nature.” His mother, an avid rock collector, also transferred to him her appreciation for nature’s gifts. Family and friends who know him best, joke that he can get as excited about an interesting rock found on the trail as an exquisite fine gemstone. Whether hiking in the mountains or desert or scuba diving on a coral reef, Endlich remains amazed



by nature’s imagination to create such exquisite forms, patterns and colors. More specifically, he is interested in how these natural forms have been incorporated into manmade designs and artwork for thousands of years.

“I have always had an artistic eye and rarely go anywhere without my camera. I constantly make studies of any intriguing pattern or delight that catches my interest, whether it is a line on the street, the shape of a leaf, or a moving landscape from a car.”

Michael Zoebel inspires Endlich with his amazing pieces and unique gemstones. Zobel’s pieces are very sculptural and wearable. Other influences include a fascination with the romance of forms, such as rusty tools where pattern and texture merge with a sense of time gone by and wonder at the hands that once held such tools. His designs have become more and more simplistic. To illustrate, a shell becomes the essence of a form or shape.

Like many designers, Endlich turns to Tucson in February to stock up on gemstones. Michael has been coming to Tucson for 22 years straight. “AGTA GemFair™ Tucson has the best color, the best exhibitors and the best venue to buy,” exclaims Endlich. This year he purchased vibrant blue-green tourmaline, extraordinary rutilated quartz and phenomenal agates. Upon returning from his travels, each year Endlich hosts a gemstone round table for his clients. This is a great way for him to promote his new treasures. “This has been very successful with our clients; they are excited about the

travels and usually buy the gemstone, which we then incorporate into a design for them.”

In today’s economy, Endlich knows that people are value conscious, but they still want great design. However, Endlich will design something out of left field since he does not want to be blocked by price. For Endlich, that philosophy has definitely been successful. He has been awarded three AGTA Spectrum Awards™ in the last two years. In 2009, Endlich took home Manufacturing Honors in Bridal Wear for his 2.85 ct. rainbow Moonstone ring (figure 1). In 2010, he placed 3rd in Business Wear with his 9.51 ct. green Tourmaline ring (figure 4), and he was awarded a Manufacturing Honors in the same category for his 9.93 ct. rainbow Moonstone ring (figure 5). Endlich is currently debating about selling the pieces, keeping them or donating them.

Endlich feels he is extremely fortunate to be working in the jewelry industry, for through his designs, he has a direct connection to his client. “I am very lucky- I love what I do!”

To learn more about Michael Endlich and his designs, visit him at www.pavefinejewelry.com.▲

Photo Credits

1. Rainbow moonstone ring by Robert and Orasa Weldon
2. Aquamarine ring
3. Moonstone ring
4. Green tourmaline ring by Robert and Orasa Weldon
5. Rainbow moonstone ring by Robert and Orasa Weldon

GREAT GEMSTONES. GREAT JEWELRY. GREAT STORIES

By Marlene Richey

A fine gemstone can be fabulous on its own without the necessity of being set in a piece of jewelry. Just as a piece of jewelry can be breath-taking on its own without the addition of gemstones. But put the two together and you have a powerful combination - design and gemstones. And almost without exception, there is a wonderful story behind these pieces and how they came into existence. In essence, Great Gemstones + Great Jewelry = Great Stories.



Patricia Tschetter,

“The design for this ring, “Bumper Cars” was focused on the three central gemstones. When I obtained a patent I envisioned gemstones whirling around a ring. Patent #6688139 is a utility patent on a mechanism entitled, ‘Method and Apparatus for Interconnecting Jewelry Elements.’

There are several design patents issued along with this as well. I always wanted to make a mechanism that allowed gemstones/pearls to move. So, after trial and error this is the result. My family consists of mostly lawyers so I had to get a patent, right? It took four years of back and forth with the patent office to secure the patent.”

“At first I tried to find several princess-cut gemstones of similar size. Then one day in Tucson I met Roger Frost, a gemologist who had three trillium gemstones close in size and they dictated the design. The key was finding these three different colored gemstones and different values (light/dark differential). This ring is featured in *500 Gemstone Jewels*.”



Barbara Lawrence,

“At Boston Gems we have a special place in our hearts for fine moonstone. For fifteen years I traveled India and Sri Lanka searching for the best quality moonstone, but we were always restricted by the size, shape and color other stonecutters produced.”

“In 2005, we found a source for Tanzanian moonstone rough. Finally we were able to provide our customers with the perfect gemstone. When we started buying rough, there were many pieces

that cut 20 cts+. It was a luxury. Moonstones this large and blue had been absent from the market place for decades.”

“One of the most exciting pieces we cut was a 27 ct. round moonstone with great blue adularescence that jewelry designer Vahe Ghazarian needed for an Egyptian revival ring he wanted to submit for the AGTA Spectrum Awards™. We were all thrilled when the piece placed in the classical category, and appeared on the cover of *Modern Jeweler*.”

“A fine estate jeweler knew immediately it would be perfect for a private collector. The rest is history. The collector, estate jewelry dealer, designer and Boston Gems all came together because of this very special ring with a very special moonstone.”

As a result, Vahe and Boston Gems designed a jewelry line using the same classical elements. They can now design jewelry around any shape or size moonstone.



Naomi Sarna,

“Most gem cutters look for perfect material; I do not. Imperfections guide me and give me a sense of the gemstone’s possibilities. A perfect piece of gem rough makes me feel lost; there are no signposts to know where to go.”

“I was instantly excited to see the rose quartz rough. The signpost was right there: a series of tiny fractures running up the face of the piece. I felt a thrill of recognition. I knew right away what I wanted to do- it was a matter of time before I had carved the flowing lines I saw in my mind.”

“The front of the piece can be turned in several directions to suggest the images I saw. The reverse of the piece was the opposite; I had to carefully plan to show off the pink bands to enhance the front carving.”

“Setting it was more challenging. To emphasize the flowing lines, I lifted the piece above the setting on enhanced prongs. It felt like a breath of air, caught in a moment.

“All my work paid off. The rose quartz won a Jewelry Arts award.”



Mish Tworkowski,

“Recently I was honored to be selected by Chicago’s Field Museum of Natural History to create a custom piece of jewelry for their permanent collection. This was a thrilling design project due to its prestigious nature, but also because the Museum gave me the choice of gemstone I would design around from their impressive gem collection. I was immediately drawn to an exceptional 31.995 carat oval-shaped red spinel of Burmese origin. As a lover of color, this huge, perfectly clear, deeply saturated spinel was my obvious pick. The near-flawless spinel had been exhibited in Chicago at the World Exposition of 1839.”

“I created a large ring to show off the gemstone. The setting incorporated bamboo, woven grass and rope motifs – all inspirations from my travels in Fiji. It is known as the ‘Bili Bili’ ring and is hand-crafted from 18K yellow gold with diamond accents.”

“The ‘Bili Bili’ is on permanent display in the museum’s newly designed Grainger Hall of Gems, the Midwest’s premier gem gallery. They published an impressive companion coffee table book entitled, ‘Gems and Gemstones: Timeless Natural Beauty of the Mineral World’ featuring the ring.”



Barbara Heinrich Studio,

“When I came across these oval Mediterranean decay coral pieces, which are also known as red sponge coral, I was drawn into

their beautiful, subdued red-orange color and intricate structure. This coral is farmed in and around the Mediterranean Sea within relatively shallow sea levels (25 to 1000 feet deep). The natural color of coral deepens the further it grows under sea level, therefore the pieces seen in this necklace would have been harvested relatively deep. They were part of a larger branch that had broken off and decayed on the sea floor. As a jewelry designer, I search for unusual materials to create one of-a-kind pieces, finding full pieces of this size, quality and natural color coral is rare and exciting.”

“The design of the gold bead was inspired by the shape and porous nature of the coral beads. I wanted to create a piece that not only complimented the coral but created a story between the size, structure and mass. Although it is large, the coral is very lightweight, and I created a gold structure that works with that measure. This piece was also in response to the increased gold price. Designers need to respond quickly to change and it was an

opportunity to encourage new ideas and work with lighter designs. This piece makes a beautiful statement with less gold in a stunning new look.”

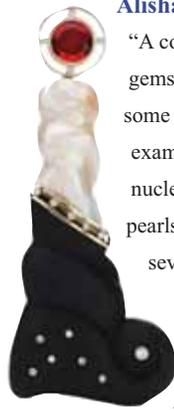
Jane Bohan,



“The design theme for the 2008 annual AJDC project was Tension, a memorial tribute to member Steven Kretchmer. I had recently purchased a vibrant round spessartite garnet. It was a special gemstone and I was leaning toward designing a one-of-a-kind piece rather than setting it in a mounting. At the same time I was struggling with the AJDC project theme. I knew Steven since college and wanted to honor his amazing talent as well as our friendship, yet stay true to my own artistic style.”

“I am passionate about beautiful gemstones, they are a significant component when I design. The bright intense orange spessartite garnet with tanzanite combined in a necklace which shouted ‘Tension.’ I interpreted the theme from the emotional definition of the word: I used color to express excitement, intensity and conflict. Orange is associated with energy, aggression and boldness. The color blue is often used to express calm and coolness. The relationship between colors evoked Tension.”

Alishan Halebian,



“A couple of years ago I was hunting for unusual gemstones at the AGTA GemFair™ Tucson, I found some odd- looking freshwater pearls. After close examination I noticed each pearl had two to four nucleolus attached which created organic looking pearls with very beautiful luster. Excited, I purchased several pearls, each with interesting shapes, colors and brilliance.”

“The piece I created was a brooch that had a twisted upward feel to it. The ‘Lighthouse’ idea came quickly and I fabricated the brooch using 18K yellow gold. I carved ebony wood and studded it with diamonds and added Mexican fire opal for the light. When displaying this piece, customers are taken with the beauty of the pearl and its unusual shape, which attracted me initially. It is quite a conversation piece, since everyone tries to guess what it represents.”p

Photo Credits:

- Patricia Tschetter - Robert Diamante
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GREEN SPIRITED

By Lorraine DePasque, Featured Contributor

In 2010, going green means more than responsibly reducing your carbon footprint. There's a green color revolution in fashion and accessories - and, of course, that means jewelry, too. For spring and summer, green sundresses, tees, and sandals are must-haves for every stylish wardrobe and, at the same time, some treat-yourself green gemstone jewelry to complement.

What's that, you say? You're thinking perhaps you shouldn't wear green - skin tone too yellowy? Well, think again. According to the "Fashion Color Report for Spring and Summer" from the Pantone Institute, there's a green for everyone. For some, it's the blue-green of turquoise while, for others, it's more what Pantone calls "the neutral-green of dried herb." Leatrice Eiseman, Pantone's executive director, says, "Turquoise is a vibrant bright green that we associate with tropical ocean-filled vacations," while dried herb is a practical green, "the ultimate green neutral for people typically hesitant to invest in the color." Fashion designer Carmen Marc Valvo's version of dried herb is, in fact, his signature shade for the warm-weather seasons, juxtaposed with - how exciting - metallic gold!

Speaking of gold...since early last year, international trend forecasting expert Ellen Sideri has been anticipating the exciting renaissance of gold jewelry set with green gemstones. "Everything from light to dark greens," said the founder and

president of ESP Trendlab in New York City. In early '09, Sideri noted, "They're starting to punctuate the market and, in 2010, they'll be very strong." Well, Sideri was spot-on, emphasizing that wearing green gemstone jewelry this year "is a way to wear luxury and not deprive yourself." Because, she said "even though some great greens can, admittedly, be rather pricey, other fabulous ones are really affordable. And, today, personal style is all about mixing quality product at the high, low, and middle. Look at Michelle Obama. The First Lady is a perfect example of how best to mix luxury and mass together and make it work beautifully. I especially like layering and stacking jewelry pieces," So, in 2010, she recommends, "Mix various shades of green gems together."

But with so many contemporary jewelry designers launching collections about good karma - luck, peace, and love - there's clearly a craving for health, wealth, and good energy in the air. So, with that in mind, we've put together a short list of fashion-trending green gemstones with a long story of goodness and fortune.

Turquoise

There are so many age-old tales about turquoise that it's almost hard to zero in on one. It's a particularly important gemstone, however, to the Native American culture, believed to protect one from evil and bring health and wealth. Yes, for the medicine man in this country's first Americans, turquoise gemstones were indispensable!



1.



2.



3.

Emerald

May's birthstone is another one of those gemstones with many sagas, written or passed along word-of-mouth. It's said to do everything from curing eye problems to helping people speak more eloquently. Perhaps our favorite, however, is the belief that it makes people more honest. And, on that note, should we see to it that our elected officials get emeralds on the day they're sworn in? (Just asking.)

Green Diamond

Birthstone of the April-born, diamonds - whatever their color - have long been considered gemstones that bring victory and fearlessness. In the 16th century, some cultures called the diamond the gemstone of reconciliation, enhancing the love between a husband and wife. What we know today is that a diamond in any color can usually bring a husband and wife closer together - at least for the short-term!

Green Garnet

The clear green garnet (demantoid) shares all the great legendary history as its red garnet counterpart. If you're looking for passion in a relationship, a green garnet might be a good start. Although some reports from the ancients say it can excite one too much and bring on insomnia. Well, nothing is perfect, right?

Green Moonstone

With moonstone so important in fashion, we decided to mention it here, although it comes in many different colors. Lately,

however, we've been seeing more designers selecting the ethereal pale greens. There are many legends associated with moonstone, no matter its particular shade, among them, as a cure-all for nervousness. A good choice in these turbulent times, yes?

Peridot

Your quintessential spring green - no matter which spring you're talking about, really - is peridot. Some mythology records that peridot has magic powers, while in some ancient religions, people went so far to say this apple-green gemstone is associated with miracles. Magic powers or miracles? At this point, either one will do.

Green Jade

Since jade has always been one of the most favored gemstones in China, we'll mention here one of that Asian nation's big legendary beliefs about the stone. It is said, among other things, to give its owner power, knowledge, and immortality. Will you settle for two out of three?

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

1. Tsavorite garnet ring by Alex Sepkus
2. Turquoise brooch by Frederic Sage
3. Emerald ring by Katy Briscoe
4. Peridot ring by Richard Kremenz Gemstones
5. Beryl earrings by Evelyn Clothier
6. Emerald necklace by Liberty Gems



4.



5.



6.

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Our quarterly Newsletter, Prism, monthly NewsFlashes and weekly ePrism helps to keep Members informed about all the hot topics surrounding our industry, gemstone and jewelry fashion and the AGTA. Please make sure the AGTA has your current email and fax to receive your news updates.



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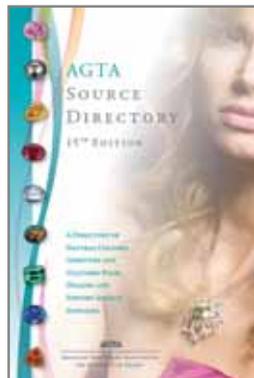
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AGTA Members now receive a 10% savings when enrolling in a Distance Education Course or related lab classes at GIA. GIA's Distance Learning program is comprised of at-home course work and/or lab and online courses, covering colored gemstones, diamonds and jewelry sales.

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Trade Shows

Qualified Members are eligible to exhibit in AGTA trade shows including the premiere colored gemstone event AGTA GemFair™ Tucson, AGTA GemFair™ Las Vegas, MJSA and the Smart Show. If you are interested in exhibiting, please contact Mary Lou Keen, AGTA Trade Show Manager, at 800-972-1162.

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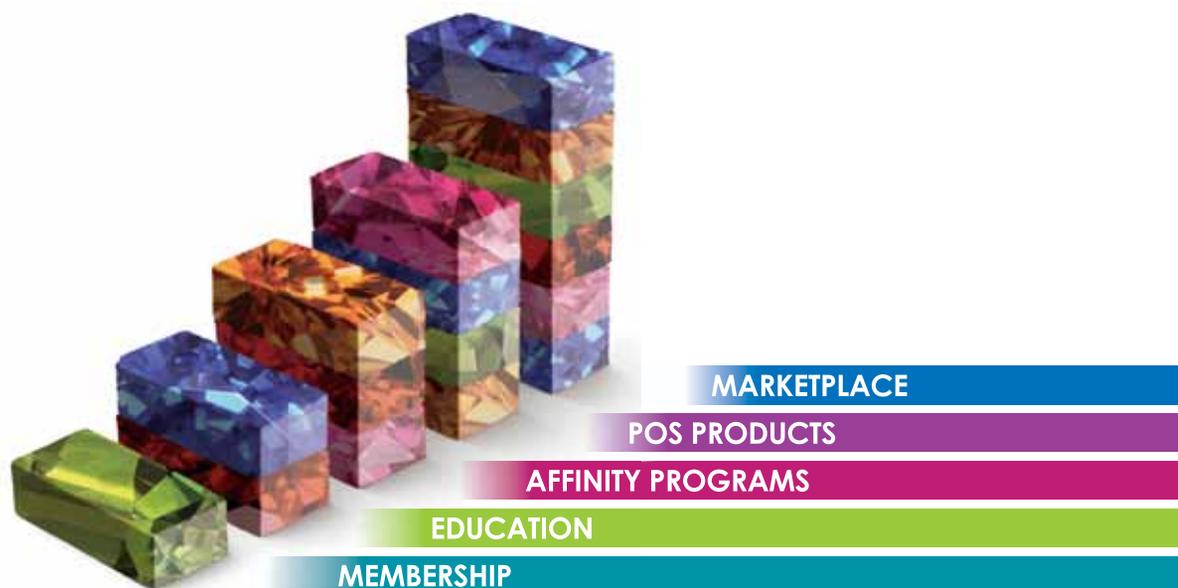


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