

NEWSLETTER OF THE AMERICAN GEM TRADE ASSOCIATION

# Prism



## SUMMER 2003:

2004 SPECTRUM  
AWARDS INFORMATION

SHOW NEWS

NEW LAB PRICING FEES



## From the President

Dear AGTA Members:

It has been approximately six months since I was elected president. It has taken a little time to get up to speed on the wide variety of projects and responsibilities that come with the job, but the Board has most of that under control now.

Over the past 20 years, AGTA has taken on many new projects and responsibilities, but the overall goals and objectives have stayed the same: to promote precious colored gemstones, and to promote the ethical business interests of our membership. We will do this through continual improvement of our trade shows and our Source Directory. We have already worked to improve the turnaround

time for reports coming from our New York laboratory, as well as its overall profitability. We will continue to look for ways to improve our association management and effectiveness of our programs. All of this must be handled, but the area I want to concentrate on during my presidency is the promotion and marketing of precious colored gemstones. Every year it becomes more critical to get a clear, coordinated, concise message out directly to the people who will purchase and enjoy our products. Currently, we are reviewing our marketing goals and objectives so we will have the most effective program possible. We are working to better coordinate, unify and strengthen our program. We must be consistent and

precise in our message and that is what we will do. It is through the success of AGTA's marketing program that I hope to define the success or failure of my presidency. The Board and I will be looking for ideas and help from the membership. If we work together, we can expand the exposure and appreciation of precious colored stones among the public and, if we accomplish this, our business will grow accordingly.

Sincerely,



Eric Braunwart,  
President, AGTA



ERIC BRAUNWART  
PRESIDENT, AGTA

## From the Executive Director

Dear AGTA Members:

July is always the month in our industry when many people elect to take a much-needed holiday after the frenzy of Las Vegas and the preparation for the New York Show. It also gives us that brief respite before we move into the prime selling time of the season. This essentially parallels what we do in the Dallas office this time of year. Mary Lou Keen, our trade show manager, has put the final touches on our preparation for the show in New York and we are all looking to have as productive a show as we did in Las Vegas.

There is additional buzz in the office this year due to the fact that we are gathering information from all of you for the publication of our 2004-2005 AGTA Source Directory. Most of our members agree that the Source Directory is one of the most valuable tools that we produce. It is our most productive vehicle to reach our customers and, with the introduction of the electronic version two years ago, it has become even more efficient in giving our customers convenient access to the goods and services they need to grow their colored gemstone businesses. If you haven't yet responded to the request for updated information that we sent out last month, please do so as soon as possible.

Elizabeth Holt, our marketing manager, has also been quite involved in preparing for our 20th Anniversary Spectrum Awards Competition. In our ongoing attempts to generate consumer excitement about natural colored gemstones, we made the decision to host our annual competition in New York this year. The highlight of the competition will be a cocktail event on the eve of the judging. We have invited over 150 fashion and accessory editors from all of the prominent consumer publications to join us in previewing the beautiful entries in the Spectrum Awards and Cutting Edge competition. From the response we have received thus far, these fashion editors are excited to get the first look at new designs and cutting edge trends utilizing colored gemstones and cultured pearls for the upcoming season to share with their readers.

We have even made it more convenient for our colleagues in the New York area to enter the competition. We are encouraging entrants to drop their designs off at our New York laboratory just prior to the event, on October 28th. You may pick them up on November 3rd,



DOUGLAS K. HUCKER  
EXECUTIVE DIRECTOR, AGTA

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# Spectrum Awards will Celebrate Color and Style this Fall

**For nineteen years, the AGTA Spectrum Awards Competition has distinguished itself as the premier colored gemstone jewelry design competition in North America.** This year, to celebrate its 20th anniversary, AGTA is moving the Spectrum Awards to New York City.

Each year industry insiders use the Spectrum Awards to gauge trends for the upcoming year. At the 2003 Spectrum Awards, various shades of blue gemstones appeared in more designs than any other color. So what is the hottest color this spring and summer? Blue! AGTA members, both wholesalers and retailers, agree that blue colored gemstones are the most in-demand gemstones of the summer season. Consumers are buying blue Sapphire, Tanzanite and Aquamarine, in everything from earrings to bracelets, while designers cannot stop creating jewelry with beautiful blue sky and sea colored gemstones.

Complementing the abundance of blue and pink hues was a strong trend of bright pastels, with yellow, purple

and green predominating. Earth tones, especially golden hues, were frequently juxtaposed against all of the colors on display. Color combinations of all variations, especially in floral patterns, seemed to be a tremendously popular theme.



APPLE PIN/PENDANT TO BE RAFFLED AT EDITOR EVENT.

This year, the 20th Anniversary of the Spectrum Awards, we are going beyond industry media to cover the competition. Over 125 editors from the top fashion and women's publications and society magazines will attend a viewing party to kick off the 2004 Awards. Every piece entered in the competition will be on display at the party for editors to view, admire and feature in future issues. This is a priceless opportunity to place your work

in front of the nation's top fashion mavens and help spread the excitement for colored gemstones.

Start thinking now about how you can be a part of this year's premier Spectrum Awards Competition! **Call (800) 972-1162 for an entry form or visit our website at [www.agta.org](http://www.agta.org).** ▲

## Board Notes

One of the regular requests I receive from members is that they would enjoy having a clearer understanding of how the Board of Directors functions in their governance of the organization. The makeup and the duties of the Board members, as well as the method by which they are elected, are contained in the Constitution, available through the Dallas office, or by visiting our website [www.agta.org](http://www.agta.org).

In brief, the Board of Directors consists of four officers: the President, First Vice President, Second Vice President, Secretary and Treasurer. The officers are joined by nine elected directors (three newly elected each year), the Executive Director and the Immediate Past President.

The Board of Directors meets three times yearly, as well as numerous times for teleconferences to discuss the issues of the organization and review committee recommendations. Most of the long-range planning is

developed in committee and then voted on at the Board meetings themselves. If you have specific questions about the issues that are addressed by the Board or if you would like to communicate with a Board member about an issue, you can visit our website and acquire a list of each of the Board members.

Beginning next month, copies of the approved minutes of the Board meetings will be posted on our website along with any specific action taken by the Board. By visiting this site you can stay up to date on the issues that are being addressed by the Board. There will also be a response form you can click on if you would like to comment on particular items of interest to you. We are earnestly trying to develop ever-improving methods to keep you, our members, abreast of Association activities and we are confident that this new feature on our website will go a long way in helping us achieve that goal. ▲

# Show News

## AGTA GEMFAIR LAS VEGAS

**Our members could have guessed the AGTA Cultured Pearl and Jewelry Pavilion at the JCK Show-Las Vegas was going to be a success.**

Thousands of buyers from around the United States and the world converged on the AGTA GemFair Las Vegas at the Venetian Hotel May 29th – June 2nd, 2003.

Opening a day earlier than the rest of the JCK Show, the AGTA Cultured Pearl and Jewelry Pavilion hosted GemDay with a variety of special events aimed at attracting buyers to the show. “We had to draw buyers to our pavilion and hosting GemDay was the perfect solution. The day was a resounding success,” said Douglas K. Hucker, Executive Director of AGTA. AGTA kicked things off with a buyer reception on May 29th, offering cocktails and hors d’oeuvres in the Pavilion. “Buyers enjoyed the reception celebrating the show’s opening and they were able to shop early for the best selection of natural colored gemstones and cultured pearls.”

Throughout GemDay a number of events were held to keep buyers circulating in the AGTA Cultured Pearl and Jewelry Pavilion. Highlights included: drawings for airfare and hotels to the JCK Show-Las Vegas 2004 and cash prizes; a lecture by Jeffrey Post, Ph.D., Curator of the National Gem Collection of the Smithsonian Institution; and numerous seminars focusing on color and fashion.

The AGTA Cultured Pearl and Jewelry Pavilion, in the Venetian Hotel Grand Ballroom Las Vegas, was home to more than 200 exhibitors during the five-day show. Retail jewelers, designers, jewelry manufacturers and gemologists all converged on the AGTA Pavilion, finding unmatched value, quality and selection of colored gemstones.

AGTA members who exhibited at the AGTA Cultured Pearl and Jewelry Pavilion were pleased with buyer

turnout and overall had a very successful show. Barbara Lawrence of Boston Gems and Findings said, “Vegas was better than expected for most of us showing. Like Tucson, the buyers that came were there to buy. In fact, the majority of buyers were restocking from Tucson. The fact that buyers know they can depend on AGTA dealers to have the same fine quality in stock and are to be reachable throughout the year, makes us a valuable resource.”

After a successful 2003 GemFair Las Vegas, the Association is eagerly anticipating the 2004 Show. Next year the AGTA Cultured Pearl and Jewelry Pavilion will be open June 4-8, 2004 and we look forward to seeing everyone there! ▲

## 2004 AGTA GEMFAIR TUCSON

**After the tremendous success of the 2003 show, exhibitors and buyers are eagerly anticipating the 2004 AGTA GemFair Tucson.**

GemFair Tucson is the largest natural colored gemstone show in North America. Make your plans now to be in Tucson, Arizona February 4-9, 2004. More than 400 exhibitors will be on hand.

Since Tucson is the destination of choice for color, it’s important to make your travel arrangements early. To get the best deals and locations contact WorldTravel BTI Monday-Friday from 8:00 a.m. to 5:00 p.m. (MST) at 800-843-1110.

AGTA preferred hotels are carefully chosen to represent high standards of quality, as well as offer a range of facilities for budgetary requirements. By patronizing an official AGTA hotel, you receive discounted room rates and support the AGTA.

## 2003 JA NEW YORK SHOW

**New York, the city that never sleeps, plays host to the annual JA Summer Show.** More than 45 AGTA members will be exhibiting in the AGTA Colored Stone Section July 27th-July 30th at the Javits Convention Center. Our members love exhibiting at the JA NY Summer Show not only because it draws thousands of buyers to their booths, but because of the city itself. New York City offers tremendous opportunities for AGTA members to network with clients and other industry members. Exhibitors can treat guests to a Broadway play, world-renowned museums and five-star restaurants. Always a highlight of the year, we encourage all members not exhibiting to stop by and see what JA New York has to offer! ▲

**Save up to 10% on airfare!** Booking your tickets with WorldTravel BTI or directly with one of the AGTA official airlines qualifies you for discounted airfare and additional benefits not offered with Internet purchases. Benefits may include one of the following:

- Saturday night stay may be waived if using a zone fare
  - 24-hour option to hold tickets before purchasing
  - Ability to change dates (before travel date) and utilize value of ticket up to 12 months after original purchase date
- American Airlines ID # A8614AC (800) 433-1790  
America West Airlines ID # AP3114 (800) 548-7575

If you wish to work directly with your travel agent or the airlines, we encourage you to use the discount numbers listed above. When contacting the airlines, you will need to speak with the ‘meeting department’ to receive these great discounts. ▲

# AGTA – GTC Update

The staff at the Laboratory in New York, in coordination with the staff in Dallas and the laboratory committee, has been working carefully to improve the Laboratory's operational capabilities. With a view to ensuring reasonable turnaround times, we have done a careful review of operations and from this we have been able to

improve some of the Laboratory systems and are in progress of improving others. The changes in place are already showing success. For those of you using the Laboratory, you will see the turnaround time has now dropped to a reasonable level. The Laboratory has been able to hold this situation even

though it has been getting increased submissions – June 2003 significantly broke the record for the number of stones submitted to the Lab in any month since the Lab was opened.

If you have been holding back on using the Laboratory because of

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## New Lab Pricing Fees

JUNE 17, 2003 – AGTA GEMOLOGICAL TESTING CENTER – FEE STRUCTURE

ITEM	WEIGHT	FEE		
<b>IDENTIFICATION REPORTS</b>	<b>Emerald</b> (includes identification and treatment quantification, not Raman identification of substances in fissures – see below, “use of Raman Unit.”)	All weights	\$100	
	<b>Ruby, sapphire, diamond, chrysoberyl</b> (Identification and treatment information, see below for the use of advanced instrumentation and Raman)	All weights	\$85	
	<b>Color analysis reports for padparadscha sapphires</b>	All weights	\$150	
	<b>Rare and unusual gems materials</b>	All weights	\$100 per hour	
	<b>Other gemstones</b> (Identification and treatment information, see below for the use of advanced instrumentation and Raman)	All weights	\$75 - \$125	
<b>The use of any single advanced instrumentation (except Raman (see below)) during “identification only” testing</b>		Any single analysis	\$50	
<b>Use of Raman Unit for emerald enhancing substance identification</b>		Per hour	\$200	
<b>ORIGIN DETERMINATIONS</b>	<b>Note:</b> Fee is Inclusive of identification fee – Ruby, Sapphire & Emerald only. If origin determination procedures are unsuccessful only the minimum fee will be charged – \$120 for ruby, fancy colored sapphire and emerald and \$220 for blue sapphire. Blue sapphires that are submitted for origin determination and are set in jewelry are subject to an additional fee of \$75.	Ruby, Fancy Colored Sapphire and Emerald	Blue Sapphire	
		\$120	Ct. weight	
		\$180	0.01 – 0.99 ct	\$220
		\$220	1.00 – 1.99 ct	\$220
		\$330	2.00 – 2.99 ct	\$220
		\$415	3.00 – 3.99 ct	\$330
		\$535	4.00 – 7.99 ct	\$415
		\$635	8.00 – 14.99 ct	\$535
		\$745	15.00 – 39.99 ct	\$635
			40.00 ct & up	\$745
<b>Diamond:</b> Natural vs. artificial color determinations for colored diamonds only.		Below 5.99 ct	\$450	
		6.00 – 7.99 ct	\$530	
		8.00 – 9.99 ct	\$630	
		10.00 – 11.99 ct	\$880	
		12.00 ct and above	\$1000	
<b>Pearls:</b> One or two pearls		Less than 10mm	\$80	
		Greater than 10mm	\$100	
Greater than two pearls but less than a normal strand		Less than 10mm	\$100	
		Greater than 10mm	\$160	
Single strand		Less than 10mm	\$120	
		Greater than 10mm	\$180	
		Significantly mixed less than 10mm	\$205	
		Significantly mixed greater than 10mm	\$265	
Additional strands on same report		As above less \$45 per strand		
<b>Re-identification</b>		50% of original ID fee - submission must be supported by original report		
<b>Resubmission for origin following ID-only reporting</b>		Origin report fee minus 50% of original ID fee		
<b>Batch testing</b>		Quartz – \$30.00 per stone, \$150.00 minimum.		
<b>Express surcharge</b>		\$220 (within one working day – 24 hrs) \$160 (within two working days – 48 hrs)		
<b>Duplicates or re-issued reports</b>		Duplicates or re-issued reports \$25		

Fees are due upon production of the report. Please make checks payable to: AGTA Gemological Testing Center. Accepted: American Express, Visa, MasterCard & Discover. Fees may change without notice.

# AGTA – GTC Update

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turnaround time, try us now. The turnaround times today are in the 7 to 10 day range and we plan to keep them there. As always, the quality of the report and the accuracy of the results given are paramount. Any adjustments we make to procedures will only enhance, and not detract from, the quality of the information given.

We have also carried out a careful budget and profit review and have set goals for the coming twelve months that will noticeably improve the profitability of the laboratory. We know there has been a significant expense getting the laboratory going, but with careful monthly tracking, we feel we have a firm operational plan in place that will allow us to meet our budget goals, as well as the

expectations of our members. We will keep you regularly informed.

Sincerely,



Ken Scarratt

## Security Committee Report

**The major news since our last report four months ago is that the focus of operations for the South American Theft Gangs (SATGs) has shifted from the Atlanta area to the Dallas-Houston corridor in a big way.** For the first quarter this year, at least 40 percent of all jewelry-related robberies occurred in this area. The good news is that the JSA has successfully lobbied both the Dallas and Houston police departments to have senior officers dedicated to jewelry theft crimes. Parenthetically, jewelry crime in the Atlanta area is now way down.

**Also good news:** The West Coast Jewelry Crime Task Force was successful in capturing a man and a woman who were the major fences for stolen jewelry in this country. Operating out of a small jewelry store in Jackson Heights, Queens, NY, they traveled the country, being placed by police in at least 20 cities where the jewelry robberies occurred literally one or two days before. This capture highlights the increased cooperation and coordination between the East and West coast police departments concentrating on jewelry crime.

Finally, as of today, the number of jewelry hits is running comparable to last year's 51 occurrences. The better news is that the jewelry related homicides for the first quarter (presently two) are down from the average of seven. ▲

## From the Executive Director

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so they won't be out of your hands for more than a few days. I heartily encourage all of you to participate in the competition this year; it will definitely be the most important event of the Spectrum Awards' twenty-year history!

Please take time to review the Spectrum article in this issue and call

us if you have any questions. I look forward to seeing all of you who are attending the New York Show.

Sincerely,



Douglas Hucker  
Executive Director, AGTA

## New AGTA Members

### ▲ Firm Members

Arthur Lee Anderson Gem  
Arthur Lee Anderson  
Fredericksburg, VA

Aster Jewels Inc.  
Ajay Jain  
New York, NY

Earthstone Creations, Inc.  
Kevin Lai  
Claremont, CA

Gem Art Center  
Helen Serras-Herman  
Davidsonville, MD

Hard Works  
Falk Burger  
Los Alamos, NM

Levian Gem Corp.  
Michael Levian  
New York, NY

### ▲ Affiliate Members

Designs by Rita Hyams  
Rita Hyams  
San Anselmo, CA

Diamond Council of America  
Terry Chandler  
Nashville, TN

PMP Designs  
Phyllis M. Painter  
Houston, TX