

NEWSLETTER OF THE AMERICAN GEM TRADE ASSOCIATION

Prism

FALL 2003:

TREND ALERT! GEMS,
COLOR AND FASHION

TUCSON CALENDAR

2004 SHOW DATES



From the Executive Director

Dear Members:

The last few weeks around our head office in Dallas have been a constant flurry of activity, and as we begin our approach to the busiest season of our industry I am sure your office is much the same. Our laboratory in New York has also seen an increase in submissions as our dealer members are returning from buying trips around the globe and are seeking colored gemstone reports to enhance the attractiveness of their products.

This is the time we all must concentrate on the one aspect of our businesses that will improve our success. That is planning. Proper planning must include good inventory, well-thought-out marketing strategy, action plan and the necessary marketing materials to ensure that your message is reaching your clients.

Getting ramped up for the selling season means more than having fat inventories. It means developing a plan to maintain your visibility on your customer's radar screen. For our Firm members, it means making sure you are contacting your manufacturing and retailer customer base to let them know about new products in your line and new gems in your inventory. Each of you should have received your Tucson Exhibitor Marketing Kit by now. A well-placed message to your clients not only reminds them to visit you in Tucson but also lets them know that you are ready to supply their needs during this holiday buying season. Contact the Dallas office and talk to Kelly about our Buyer mailing lists and how you can customize them to suit your particular needs.

If you haven't yet returned your Source Directory Listing Update forms, you could be missing a bet. While the printed version of the Source Directory won't be available until this February at GemFair Tucson, the electronic Source Directory, already being used by hundreds of retail and wholesale jewelers, is updated regularly. Get your latest contact information and product listings to us and we will make them available to your clients quickly, easily and affordably.

If you are one of our Retail members, why not take some time to visit our website and our catalog of promotional mailers, including our gem postcards or gemstone brochures. A few well-timed mailings to your clients reminding them to "Add More Color to Your Life" could be the shot in the arm that your color business needs. This might be the best time of year to order our short "Selling Colored Gemstone" course. Our consumer research constantly reminds us that the one factor, more than any other, that motivates a consumer to buy in your store, is clear and precise answers to their colored gemstone questions. Our 55-minute course on CD is designed to prepare your sales associates for the questions that they will be asked.

Certainly, November and December are our Retail members'

most productive time. The same must be said for the AGTA GemFair Tucson as far as our Firm members are concerned. On page five of this newsletter we have included a "Tucson Calendar"

to remind our exhibitors of important dates in their pre-Tucson planning. Experience has shown that exhibitors who make efforts to contact their customers early and often will greatly enhance their success at trade shows. AGTA has mailing lists and marketing materials available to help you succeed.

The AGTA has been aggressively pursuing its goal of increasing its marketing outreach to the industry and focusing more of its promotional efforts to the end consumer. One of the best examples of this effort is the AGTA Spectrum Awards Competition. This year we celebrated the 20th anniversary of the competition by holding the judging in New York City. The judging was preceded by a media event which was attended by consumer media editors and stylists including *W Magazine*, *Departures Magazine* and *Modern Bride Magazine*, as well as representatives from the William Morris Agency, Sex & The City Productions and Hope and Faith. The editors were very excited about the jewelry itself and had lots of questions about AGTA and the Competition.

We have also reintroduced AGTA's classic slogan, "Add More Color to Your Life," and will include it in all of our advertising campaigns, marketing materials and promotional products. The theme of the campaign will refocus on the romantic and emotional appeal of natural colored gemstones and cultured pearls and the importance of purchasing from AGTA dealers. Our kickoff for the consumer-directed ad campaign will be in *Facets Magazine*, a fashion-oriented jewelry magazine targeted to the consumer market. The magazine will have colored gemstone and cultured pearl editorial content and will be distributed to 120,000 female consumers between the ages of 25 and 65, with an average household income of \$100,000 plus, who have purchased jewelry during the past twelve months.

In all, the Board of Directors and the AGTA staff have made a significant commitment to direct our resources within the framework of a well devised plan. We will continue to refine and improve the promotion of our foundation elements of tradeshow, our laboratory and, most importantly, our members and their products.

Sincerely,



Douglas Hucker
Executive Director, AGTA



DOUGLAS K. HUCKER,
EXECUTIVE DIRECTOR, AGTA

2004 AGTA Spectrum Awards

The following companies lent their support to the AGTA for the editor event which was held the evening before the AGTA Spectrum Awards Competition. We are grateful for their generosity.

A & Z Pearls

Phone: 213-627-3030
azpearls@pacbell.net

A.B.C. Gems, Inc.

Phone: 213-622-8955 | 800-634-4224
abcgems@earthlink.net
www.abcgems.com

A.F. Greenwood Company, Inc.

Phone: 212-719-4243 | 800-882-9908
info@afggems.com
www.afggems.com

American Fixture & Display Corp.

Phone: 718-463-2176
www.americanfixture.com

Aurora Studio

Phone: 617-742-3007
slava@aurorastudio.com
www.aurorastudio.com



Boston Gems and Findings, Inc.

Phone: 617-742-9402 | 800-225-2436
bosgems@aol.com

Columbia Gem House

Phone: 360-514-0569 | 800-888-2444
gems@columbiagemhouse.com
www.columbiagemhouse.com

Cranston Casting

Phone: 401-467-8184
castal@crastincranston.com
www.castincranston.com

Etheridge Printing Company

Phone: 214-827-8151

Fine Gems International

Phone: 406-458-3200 | 800-436-7687
finegemsintl@msn.com
www.americansapphire.com

James Alger Co., Inc.

Phone: 603-625-5947
jamesalger@juno.com

King's Ransom

Phone: 415-331-2650 | 877-331-2650
info@pearlgoddess.com
www.pearlgoddess.com

MVI Marketing, Ltd.

Phone: 805-239-2994
info@mvimarketing.com
www.mvimarketing.com

Malca-Amit USA, LLC

Phone: 212-840-8330
sales@malca-amit-ny.com
www.malca-amit.com

Mona Lisa (Arman Movsesian)

Phone: 617-723-4199

North Bennet Street School

Phone: 617-227-0155

Ocean Dreams

Phone: 212-689-2692
oceandreams1@att.net
www.oceandreams1.com

Omi Gems, Inc.

Phone: 213-622-4533 | 800-666-4533
color@omigems.com
www.omigems.com

Philip Zahm Gemstones

Phone: 831-662-3533
zahmgems@aol.com
www.philipzahmgems.com

Propel Group, Inc.

Phone: 214-841-1032
info@propelgroup.com
www.propelgroup.com

Sara Gem Corporation

Phone: 212-869-8000

Stuller, Inc.

Phone: 337-262-7700 | 800-877-7777
info@stuller.com
www.stuller.com

Walter Arnstein, Inc.

Phone: 212-869-5285
marnstein@hotmail.com
www.walterarnstein.com

The American Gem Trade Association would like to extend a big THANK YOU to all of its members who entered gemstones and finished jewelry into the 2004 AGTA Spectrum Awards. As you know, this year the Spectrum Awards celebrated its 20th Anniversary in New York City, and we are proud to announce we have received more entries than any previous year. This increased entry volume is due in large part to our members and their support of the AGTA Spectrum Awards competition. We thank you all for your entries. ▲

TREND ALERT!

GEMS, COLOR AND FASHION CONVERGE FOR 2004 AGTA GEMFAIR TUCSON

AGTA GemFair Tucson is the world's most important annual event for natural colored gemstones, cultured pearls and designer jewelry. Each year it brings together more than 10,000 top retailers, manufacturers, designers and experts from around the globe. This eclectic gathering of people and products offers six days of intensive buying, learning, sharing and trend-spotting – plus lots of opportunities to simply enjoy the beauty and wonder of gems. There's nothing else like it.



In 2004, AGTA GemFair Tucson returns February 4-9, and you should be there.

“The upcoming GemFair will be a must-attend event for jewelry manufacturers, designers and wholesalers,” says AGTA Executive Director, Douglas K. Hucker. “As we head into 2004, consumer interest in colored gemstones and cultured pearls is way up. Over the past couple of years, the focus on color has generally intensified. But right now the combo of current styles and high-profile coverage by the fashion press is really spotlighting designer jewelry that features colored gemstones. American women are getting the message, too. Next year could bring a color tsunami, and AGTA GemFair provides the best venue for the merchandise retailers who will need to catch that wave.”

Colored gemstones and cultured pearls create endless possibilities for jewelry design. They generate wide appeal by complementing a variety of popular fashions. They also allow each wearer to make a personal statement that's uniquely her own. What's more, fine gemstone jewelry has a truly timeless quality. It will look beautiful and fashionable for years – perhaps generations – to come. The pleasure it gives will never grow old or fall out of style.

Jewelry is becoming an integral part of the fashion-buying regimen as well. Women have always shopped for shoes, handbags and other items to accessorize special outfits or round out the season's wardrobe. Today they're also likely to seek a necklace, earrings or ring that makes the perfect accent and ties everything together.

Of course, color is a key consideration in any purchase involving fashion or self-expression. And for next year there are choices to suit every personality, every mood and every occasion. So it's going to be a great time to add more color to your life.

CATHERINE ZETA-JONES ©GETTY IMAGES

Palettes topping the charts for Spring and Summer 2004:

Reds, Purples and Violets – A rich and sumptuous bouquet that includes lavender, grape, violet, wine, red and rose. All are classic and sophisticated. Their warm tones kindle feelings from fond reflection and friendly affection to love, desire and burning passion. Gems in this palette give a taste of delicious indulgence. Perennial favorites: amethyst, garnet, ruby, purple sapphire, tanzanite, rubellite. Other intriguing possibilities: spinel, red beryl, lavender jade, Mexican fire opal, red coral, lavender freshwater pearls.

Pastels – These soft, innocently romantic colors are characterized by special nuances for Spring 2004. They range from barely-there neutrals to tints that are decidedly assertive – almost sassy. Blush, heather, white and pale green fan fresh color breezes. They foster a sense of serenity, and every subtle shade combines flawlessly with every other. Gems that immediately come to mind: pink tourmaline, rose quartz, angelskin coral, Akoya or South Sea pearls in white or crème. For added allure: kunzite, morganite, Peruvian opal, amazonite, chalcedony, fluorite, moonstone, white sapphire.

Yellows, Browns and Greens – Spring also promises an invigorating mix of warm sun, pungent earth and verdant foliage colors. The trend embraces greenish as well as golden yellows. Greens sprout in lush shades of pine, moss and ivy. Browns swing from light to dark with a dash of cinnamon to spice things up. Ideal accents: emerald, green tourmaline, peridot, tsavorite, jade, yellow sapphire, lemon chrysoptase, smoky quartz, topaz, citrine, rutilated quartz, green or gold Tahitian pearls.



blue topaz, iolite, apatite, zircon, turquoise, lapis lazuli.

At AGTA GemFair Tucson you'll see all these and more. You'll get a solid read on color directions. You'll gain insights and resources to set your business apart and help it thrive in today's competitive marketplace. You'll find the natural colored gemstones, cultured pearls and designer jewelry that customers will look for in the year ahead. Because AGTA and its members are committed to the highest ethical standards, you can also buy with complete confidence.

2004 AGTA GemFair Tucson takes place February 4-9 at the Tucson Convention Center. Hours are 10 am to 6 pm on February 4-8, and 10 am to 4 pm on February 9. Admission is limited to trade only,

and it's free to anyone in the gemstone or jewelry industry who purchases wholesale for the purpose of resale. To find out more or to register please call (800) 879-6259, or visit the AGTA website at www.agta.org. ▲

ADD MORE COLOR TO YOUR LIFE!

“As we head into 2004, consumer interest in colored gemstones and cultured pearls is way up. Over the past couple of years, the focus on color has generally intensified.”

– **Douglas K. Hucker, Executive Director, AGTA**

Blues – Reflecting emotional depths and spiritual heights, the colors of ocean and sky are sure to be favorites. For 2004, blues scale the full range from deep navy to bright cerulean. More exotic tints include iridescent blue-green, blue with a seductive purple undertone and soft foamy “sea green” aqua. Gems in these must-have colors: sapphire, tanzanite, aquamarine,

Tucson Calendar

SEPTEMBER

9/16 - First buyer postcard mails.

OCTOBER

10/6 - Remember to promote GemFair on your website, on your invoices, in advertisements and on your direct mail pieces.

10/13 - Second buyer postcard mails.

10/13 - Exhibitor Marketing Kit is mailed.

10/15 - Ad materials due for the At Show Directory.

10/15 - FREE At Show Directory information sheet will be mailed to you, fill out and return by 11/3.

10/20 - Place your orders for pre-show and at-show marketing materials.

10/20 - Take advantage of sponsorship opportunities

NOVEMBER

11/3 - Information for the At Show Directory is due to AGTA.

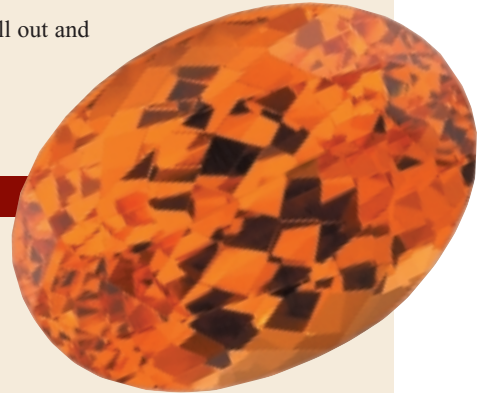
11/3 - Remember to promote GemFair on your website, on your invoices, in advertisements and on your direct mail pieces.

11/10 - Buyer registration packet mails.

11/15 - Personnel Badge list, documents and statement.

11/17 - Reserve your spot for The AGTA "GemFair Oasis" Dinner Dance and Awards Gala.

11/17 - Reserve your spot for The AGTA Coyote Classic Golf Tournament.



DECEMBER

12/1 - Form due to Kittles Safe & Lock for in-booth safes.

12/1 - It isn't too late to order pre-show and at-show marketing materials.

12/1 - Take advantage of sponsorship opportunities.

11/8 - Remember to promote GemFair on your website, on your invoices, in advertisements and on your direct mail pieces.

12/8 - Third buyer postcard mails.

12/13 - ALL due to AGTA: Tucson Business License, Tabletop showcase order, Special Olympics Donation and Kosher Food Service request.

12/13 - Due to Commonwealth Electric: Lighting form and credit card authorization.

JANUARY 2004

1/5 - Final buyer postcard mails.

1/5 - Remember to promote GemFair on your website, on your invoices, in advertisements and on your direct mail pieces.

1/6 - Booth telephone orders due to TCC.

1/12 - It isn't too late to order pre-show and at-show marketing materials.

1/12 - Take advantage of sponsorship opportunities.

1/15 - Malka Amit, Dunbar and Brinks' service requests due to each company.

1/21 - Orders due to GES. AGTA Coyote Classic Golf Tournament, AGTA "GemFair Oasis" Dinner Dance and Awards Gala reservations due to AGTA.



2004 AGTA Show Dates

- AGTA GemFair Tucson.....February 4-9, 2004
 MJSA EXPO NY.....February 29-March 2, 2004
 AGTA GemFair Las Vegas/JCK.....June 3-7, 2004

AGTA Audited Financial Report

Statement of Revenue and Expenses – Fisc



Increase Customer Confidence By Promoting Your AGTA Membership

Your membership in the AGTA is an important tool that works for you. It is very beneficial to promote and advertise your affiliation with the AGTA to your customer. Some ideas include placing the membership logo on your website, advertisements, direct mail pieces and invoices, and in your business' window.

Research shows customers gain trust and feel more certain when purchasing colored gemstone or

cultured pearl jewelry from a company they feel is held to a high ethical standard. In fact, in a recent industry survey, 90% of respondents would be more likely to purchase from you if you are a member of a trade organization such as the AGTA and you provide a report from an independent laboratory.

By displaying and advertising your membership in the AGTA, you raise the confidence level of your customer.

Membership logos are available in both black & white and color. We can simply email them to you upon request. Attractive full color window stickers are also available. We provide these items to our members at no charge. Contact us today at 800-972-1162 or membership@agta.org if you are interested. ▲

New AGTA Members

▲ Firm Members

Bernie's Gems
Patricia Stoecklein
Trafalgar, IN

Generalls Wholesalers Ltd.
Navin Verjee
Vancouver, BC

Joeb Enterprises, LLC
Edward Boehm
Solana Beach, CA

Lightning Ridge Opal
John Ternus
Glendora, CA

D. Elian Corp.
Dror Elian
New York, NY

Jeffrey Bilgore, LLC
Jeffrey Bilgore
New York, NY

Kaassamani & Company Int'l
David Kaassamani
South Lake Tahoe, CA

Deepam, Inc.
Sanjay Agrawal
New York, NY

Jerry Gil & Co., Ltd.
Jerry Gil
New York, NY

KIG International Group, Inc.
Robert Knupfer
New York, NY

▲ Affiliate Members

Arlee Kasselmann
Jewelry Design
Arlee Kasselmann
Scottsdale, AZ

Carl Greve
Nick Greve
Portland, OR

Sarah Leonard Jewelry
Gail Friedman
Northridge, CA

Stephen Leigh Jewelers
Steve Blumberg
Quincy, MA

Arizona Gemological Lab
Raymond H. Mason Jr.
Scottsdale, AZ

Eastern Lighting, Inc.
Warren Wang
Stafford, TX

J. Petet Designs
John Petet
Monument, CO

Warner Company Jewelers
Brenda Rocha
Fresno, CA

Au Enterprises, Inc.
Linus Drogs III
Berkley, MI

Focus Management Group
Donald Greig
Henderson, NV

MayB Studio
May Brio
New York, NY

William S. Holman
Design Group Inc.
William S. Holman
Dallas, TX

Brinsmaids, Inc.
Scott Cusson
New Canaan, CT

Long's Village Jeweler
Gary Long
Stockton, CA

Silver Star Jewelry, Mfg.
Kevin Nguyen
Albuquerque, NM

▲ Student Affiliate

Nicole Hull
St. Joseph, MI