

From the Executive Director

continued from page 1

marketplace where their competitors are not bound by the same commercial codes and regulations designed to protect the consumer.

Additionally, the unwillingness on the part of treaters to fully or clearly disclose the treatments to their gemstones has forced the US trade to rely heavily on the research efforts and the diagnostic capabilities of the AGTA Gemological Testing Center and the GIA Gem Testing Laboratory to provide the information necessary for the industry to protect the gemstone consuming public. This unnecessarily diverts both valuable time and precious research dollars that could be used for educational and promotional efforts to unlocking the mystery from the gems that the treaters knew all along. GIA's Bill Boyajian, in his opening address to the Assembly of Delegates at the CIBJO Conference in Bangkok, expressed his concern that the continued introduction of treated gem materials into the market without proper disclosure threatens to "jeopardize" the entire jewelry industry.

At that same congress, CIBJO delegates endorsed the resolution to institute CIBJO Best Business Practices Principles, which addresses the treatment of gemstones by saying:

- "...the consumer has limited expertise about gemstones and consequently, in order to make an informed choice,

the consumer is reliant on the standards and integrity of the jewelry industry..." and,

- "the non-disclosure of treatments, and the passing off of partly or wholly synthetic stones and simulants as natural stones, is contrary to the interests of consumers."

These developments come on the heels of the announcement by the JA that they would be introducing their "Supplier Code of Conduct", part of an ongoing effort to "strengthen consumer confidence in the professional jeweler." This Code will detail, among other things, the expectations the JA has with respect to the disclosure of treatments from all suppliers.

For years, our AGTA members who have traveled overseas have repeatedly asked the overseas dealers to be honest and straightforward with disclosure information so they in turn could properly inform their customers. Now the AGTA will have the full support and cooperation of the Jewelers of America and of the international jewelers group CIBJO in delivering this message. Let's hope that the treaters and the producers are listening.

Sincerely,



Douglas Hucker
Executive Director, AGTA

New AGTA Members

▲ Firm Members

Mobu Gems
Amarjit Saini
608 S. Hill St., Ste. 1307
Los Angeles, CA 90014

The Clam Shell
Mark Lasater
PO Box 1409
Poway, CA 92074

▲ Student Affiliate Members

Richard Carey Franz
6814 E. Kenyon Dr.
Tucson, AZ 85710

▲ Affiliate Members

J. K. Manufacturing, Inc.
Neil Karman
1140 Broadway, Rm. 1601
New York, NY 10001-7504

Vision Numeric USA, Inc.
Cathy Mendelsohn
3379 Peachtree Rd. NE, Ste. 260
Atlanta, GA 30326

ABI Precious Metals
Gary Ford
125 E. Selandia Ln.
Carson, CA 90746

Jewel Genie
Aron Suley
861 6th Ave., #724
San Diego, CA 92101

Pacific Jewelry Services
Rigo Ramos
631 S. Olive St.
Los Angeles, CA 90014-3642

Royal Gem Collection, Inc.
Lisa Carlson
122 A East Foothill Blvd., Ste. 187
Arcadia, CA 91006

May & Assoc., Inc.
Gwendolynne May
PO Box 66
Boston, MA 02130

Prism



SPRING 2004:

2004 AGTA SPECTRUM
& CUTTING EDGE
AWARD WINNERS!



From the President

Laboratory Report:

The GTC laboratory in New York is continuing to improve its production capacity to meet rapid turnaround times, as well as increased volume. During the last three months, we have been able to maintain a three- to ten-day turnaround time. We have accomplished this at the same time we were able to increase the number of stones reported on each day. We have continued to adjust employment, organization and focus to meet the industry's need for reports and AGTA's need for revenue.

We believe from February onward, we will be in this position.

The GTC has continued to be a leader in bringing to light and researching new developments on treatments in the colored gemstone industry. This investigation is needed to prepare accurate reports. We are doing this at the same time as we improve our monthly revenue stream from the increase in the number of reports we generate per day. To help in our industry research efforts, the JCK foundation has graciously provided us with a \$75,000.00 grant to be used for our ongoing gemstone treatment and

identification work. In addition, there have been other financial donations from various members of the trade. AGTA is currently developing an ongoing fundraising program to help support both laboratory research and consumer promotion programs for the colored stone trade.

Eric Braunwart
President, AGTA



ERIC BRAUNWART
PRESIDENT, AGTA

2004 AGTA GemFair Tucson Shatters Attendance Record with 10,421 Qualified Buyers!

This year's AGTA GemFair attracted a record 10,421 qualified buyers to the show, which was held at the Tucson Convention Center February 4-9, 2004. GemFair Tucson saw a 10% increase in attendance over the 2003 show—a sure sign of how important it is to the industry.

"We were extremely pleased with the turn-out at this year's show. The attendance figures prove AGTA GemFair Tucson was THE place for retailers, designers and manufacturers to be this February," said Douglas K. Hucker, AGTA Executive Director. "Buyers came out in droves to purchase the finest natural colored gemstones, cultured pearls and designer jewelry."

Figures for GemFair Tucson mirrored the positive response from buyers and exhibitors alike. Buyers were eagerly doing business over the course of six days. "AGTA GemFair is one of the best shows I attend all year," said Jack Seibert, principal of Jack Seibert Goldsmith & Jeweler. "I truly enjoy the relaxed, fun atmosphere that can only be found in Tucson. This show gives me a first-hand look at the trends of the coming



year and offers me an unmatched venue to purchase the color my customers want."

Exhibitors echoed the sentiments. Barbara Lawrence of Boston Gems and Findings said, "The show attendance was incredible, I haven't seen activity at GemFair like this in years." She continued, "The interest in natural colored gemstones and cultured pearls this year is unprecedented. Buyers understand that GemFair is the world's best venue to stock their stores."

continued on page 3

From the Executive Director

Dear Members:

Since its inception, the American Gem Trade Association has firmly committed to a Code of Ethics which governs the business practice of its members. Members are asked to annually sign a form that testifies to their commitment to the Codes. One of the most significant principles found in the Codes is the requirement of full disclosure of any and all treatments. This commitment to full disclosure isn't intended to be a value judgment as to the nature of treatment in gemstones but rather a belief that the consumer should have all relevant information about a gemstone when they are making a purchase.

The relevance of this disclosure policy has never been more important than now, as consumers across the globe are becoming increasingly sophisticated in their product knowledge and more discriminating in their jewelry purchases. They are also more focused on the integrity of the product and are looking for straightforward dialogue with their jeweler in order to maintain confidence in their purchase.

At the first of the year, members of the boards of the AGTA and the Jewelers of America met in New York to discuss how we could best work together to address this growing concern. AGTA, as the acknowledged voice of the colored gemstone industry, and the Jewelers of America,

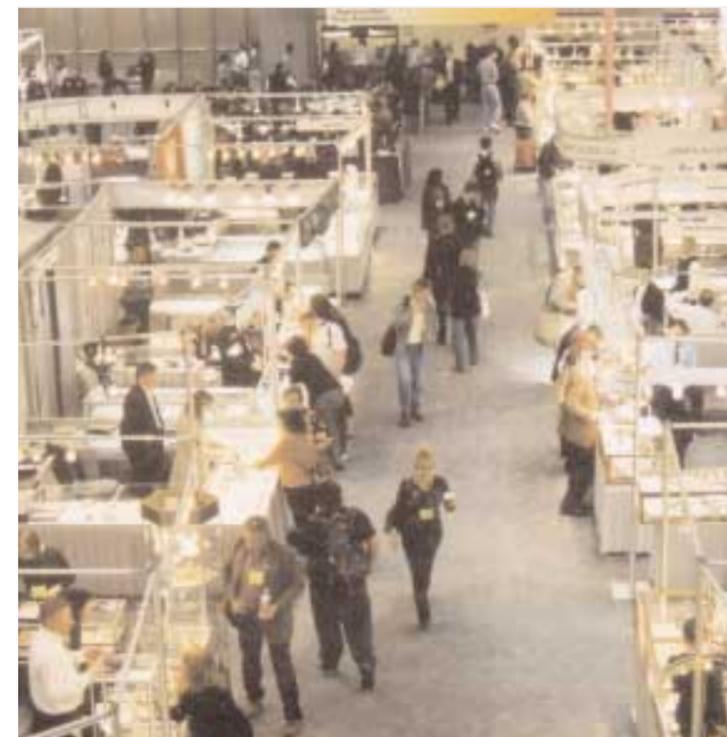
as the premier retail group, are both on record as having a strong commitment to protecting the interests of the consumer and maintaining the integrity of the product through full disclosure of treatments.

It is clear that while the AGTA and the JA are committed to an ethical disclosure policy, they are becoming increasingly disadvantaged by the growth of an international marketplace that operates without the same commitment to disclosure and responsible business practices. Many of our retail and manufacturing customers have a long history of comfort and confidence in purchasing from AGTA members where they got accurate information that they could share with their customer. Today, however, the continuing globalization of the industry and the constant pressure for protecting margins have encouraged buyers to search overseas to "buy closer to the source". Unfortunately, the two emerging trends in many gemstone producing countries are (1) the increasing introduction of new and more sophisticated treatments and (2) either unclear or a total lack of disclosure as to the nature of these treatments. American manufacturers and gemstone dealers and retailers have struggled to compete in a global

continued on back cover



DOUGLAS K. HUCKER
EXECUTIVE DIRECTOR, AGTA



continued from page 2

“We simply had a great GemFair experience,” said Simon Watt of Mayer and Watt. “Business was strong, traffic was strong, and buyers seemed intent on buying superior color. We are definitely looking forward to next year!”

Networking Opportunities Abounded off the Show Floor

To kick things off, the AGTA hosted the Annual Coyote Classic Golf Classic benefiting Special Olympics. Sixty-four golfers participated in the event at Dell Ulrich Golf Course at Randolph Park. The winning threesome included Larry Hug, Hug Jewelers,

Mark your calendars to join us next year, February 2-7, 2005, for AGTA GemFair at the Convention Center in Tucson, Arizona.

Information about the show is available on our website (www.agta.org) or by calling (800) 879-6259.

Stuart Palestrant, Wendel’s Jewelers and Jack Seibert, Jack Seibert Goldsmith & Jeweler.

Nearly 400 people gathered on Saturday, February 7th for the AGTA Dinner Dance and Awards Gala sponsored by The JCK Shows and the AGS. Guests enjoyed fabulous food, spirits and live entertainment. A highlight of the evening was the awards presentation to honor Lawrence Stoller, who received the AGTA Cutting Edge Special Recognition Award for his “Eleven Tears Memorial.” The 2004 AGTA Spectrum



and Cutting Edge Award winners were also recognized at the gala. Winners of 2004 AGTA Spectrum Awards were honored all week long, as their gemstones and jewelry were on display in the arena at the convention center from Wednesday, February 4 through Sunday, February 8, 2004.

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

2004 – 2005 Show Dates
(Including AGTA Pavilions)

- JCK/GemFair Las Vegas** _____ **June 3-June 7, 2004**
- JA New York** _____ **July 25-28, 2004**
- AGTA GemFair Tucson** _____ **February 2-7, 2005**



Tucson 2004: An Exceptional Success for the Gemological Testing Center (AGTA-GTC)

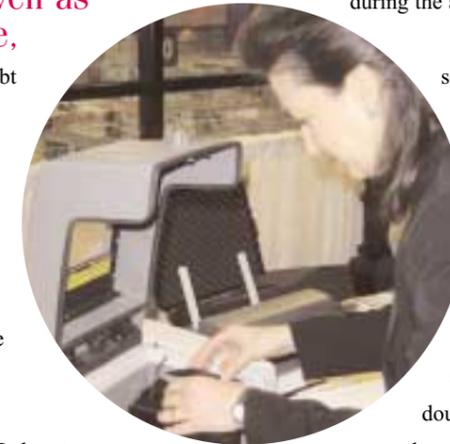
Each time the AGTA-GTC Mobile Laboratory operates, whether in the AGTA Pavilion during the JCK Show in Las Vegas or at the AGTA GemFair Tucson, the popularity of the service, as well as the GTC client base, increases.

Without a doubt the presence of the GTC at GemFair has now become “expected” and its location well known, not only to the GemFair exhibitors and attendees, but also to the buyers of several other shows during the Tucson period.

Tucson 2004 was the most successful AGTA-GTC Mobile Laboratory operation since their inception some three years ago. Among the factors contributing to the success this year were,

- the GTC staff were well prepared and are now very experienced in the operation of a well-equipped Mobile

- Laboratory (a new concept in the US) and, as always, were focused on success;
- the GTC now has a substantial and regular GemFair Tucson client base; and
- this year the GTC was open for receiving stones during the afternoon of set-up day.



Indeed, the early opening was so successful that for next year the GTC plans to have the Mobile Laboratory set up the day before the general GemFair set-up day and available for receiving stones a full day before the show opens.

Through the great efforts of the staff and the tremendous support from clients, the GTC doubled its normal Tucson intake and produced 50% more reports on-site than it

had done in the best of its previous years. The vast majority of gemstones examined were blue, orange-pink and yellow sapphires. This year the staff members on-site were Donna Beaton, Riccardo Befi, Sriuraj Prijasilpa and Ken Scarratt.▲

AGTA Launches New Consumer Campaign

The “Add More Color To Your Life” ad campaign was launched as part of the Color



CONSUMER CAMPAIGN AD

Seal of Confidence Program, which will direct an ever-increasing amount of AGTA’s promotional efforts towards the consumer. The intent of the Color Seal of Confidence program is to build consumer confidence in their colored gemstone purchases and to direct them to jewelers who adhere to the AGTA’s strong ethical and professional requirements and have attained a defined level of colored gemstone education.

A comprehensive selection of promotional tools, designed with the “Add More Color to Your Life” theme, will include ad slicks, point

of purchase materials and direct mail postcards to help retail jewelers promote and sell color. Based on our research, these items are critical when working with your customers. When surveyed, most consumers responded that when making a colored gemstone jewelry purchase they want more information, preferably printed materials. If you are interested in setting your establishment apart from the competition, contact the AGTA and see how you can participate in the CSC program today!

continued on page 9

2004 AGTA Spectrum Award Winners



SPECTRUM – BEST OF SHOW

Dalan Hargrave
Gemstarz



SPECTRUM – BEST USE OF COLOR

Stephen G. Wright
American Jewelry Artworks

SPECTRUM – BRIDAL WEAR CATEGORY



FIRST PLACE
Safdie Basta
E. Eichberg Inc.



SECOND PLACE
Barbara M. Berk
Barbara Berk Designs



THIRD PLACE
Lee Charles Buckingham
Neiman Marcus



MANUFACTURING HONORS
Yaroslav Shukel
Aurora Studio

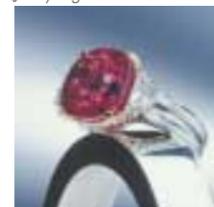
PLATINUM HONORS
Jack Abraham
Precious Gem Resources, Inc.



PLATINUM HONORS
John T. Haynes
John T. Haynes, Inc.



PLATINUM HONORS
Jeffrey Bilgore
Jeffrey Bilgore LLC



SPECTRUM – BUSINESS/DAY WEAR CATEGORY



FIRST PLACE
Jack Demerjian
J. Demere Designs



SECOND PLACE
Lyn Strelau
Jewels by Design



THIRD PLACE
Yaroslav Shukel
Aurora Studio

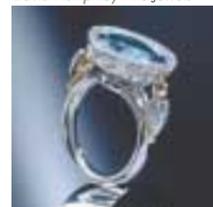


MANUFACTURING HONORS
Scott Keating
Scott Keating Design

PLATINUM HONORS
Marie Scarpa
Marie Scarpa Designs



PLATINUM HONORS
David Humphrey
David Humphrey Fine Jewels



PLATINUM HONORS
Peter Lees
Peter Lees Jewelry



SPECTRUM – CASUAL WEAR CATEGORY



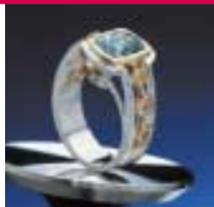
FIRST PLACE
Lisa Nolta
Gabrielle Ferrar



SECOND PLACE
Garo Demirjian
Demirjian Jewelry Design



THIRD PLACE
Marya Dabrowski
Marya Dabrowski, Inc.



MANUFACTURING HONORS
Jane Wullbrandt
Jane Wullbrandt Designs, Inc.



HONORABLE MENTION
Safdie Basta
E. Eichberg Inc.

HONORABLE MENTION
Mark Loren
Mark Loren Designs, Inc.



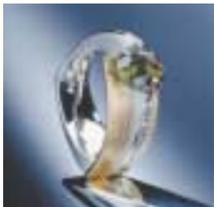
PLATINUM HONORS
Janet T. Tzou
Baby Doll Gems



PLATINUM HONORS
Phillip Dismuke
Jewelsmith, Inc.



PLATINUM HONORS
Phillip Dismuke
Jewelsmith, Inc.



SPECTRUM – EVENING WEAR CATEGORY



FIRST PLACE
George Kocsis
Spectrum Gems Inc.



SECOND PLACE
Zoltan David
Zoltan David Precious Metal Art



THIRD PLACE
Jack Demerjian
J. Demere Designs



MANUFACTURING HONORS
Philip H. Stone
Hyde Park Jewelers

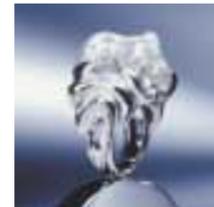
HONORABLE MENTION
Anita Dickey
Simplisity Co.



PLATINUM HONORS
Alishan Halebian
Alishan



PLATINUM HONORS
Sandra Muller
Lila Gems Inc.



PLATINUM HONORS
Samuel Getz
Samuel Getz Private Jewelers & Designers



2004 AGTA Spectrum Award Winners

SPECTRUM – MEN'S WEAR CATEGORY



FIRST PLACE
David Trout
Coffin & Trout



SECOND PLACE
Helen Shved
Helen Shved



THIRD PLACE
William S. Holman
William S. Holman Design Group, Inc.



MANUFACTURING HONORS
William Richey
William Richey Designs

HONORABLE MENTION
Lee Charles Buckingham
Neiman Marcus



PLATINUM HONORS
Mirjam Butz-Brown
Mirjam Butz-Brown Jewels



PLATINUM HONORS
Burdett A. Milkins
BAM Designs by Burdett



PLATINUM HONORS
Lee Charles Buckingham
Neiman Marcus



2004 AGTA Cutting Edge Award Winners

A – OPEN CATEGORY CLASSIC GEMSTONE



FIRST PLACE
Allen Kleiman
A. Kleiman & Co.



SECOND PLACE
Michael Arnstein
Walter Arnstein, Inc.



THIRD PLACE
Joseph Ambalu
Amba Gem Corp.



HONORABLE MENTION
Joseph Ambalu
Amba Gem Corp.

A – OPEN CATEGORY ALL OTHER FACETED



FIRST PLACE
Ben Kho
Kho International Ltd.



SECOND PLACE
Darrell Jang
Darrell Jang



THIRD PLACE
Hemant Phophaliya
A G Color Inc.

A – OPEN CATEGORY PHENOMENAL



FIRST PLACE
Jeffrey Bilgore
Jeffrey Bilgore LLC



SECOND PLACE
David Cohen
Ralco International Gem Corp.



THIRD PLACE
Allen Kleiman
A. Kleiman & Co.

B – PAIRS & SUITES



FIRST PLACE
Matt Casteen
Matt Casteen



SECOND PLACE
Larry Woods
Jewels From The Woods



THIRD PLACE
John Dyer
Precious Gemstones Co.



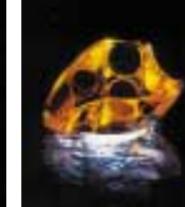
HONORABLE MENTION
Andrew Gulij
Gemfix

2004 AGTA Cutting Edge Award Winners

C – FACETING



FIRST PLACE
John Dyer
Precious Gemstones Co.



SECOND PLACE
Arthur Lee Anderson
Arthur Lee Anderson/GemArts



THIRD PLACE
David Brackna
David A. Brackna, Gemcutter



HONORABLE MENTION
Bobbie Loret
Originals by Bobbie

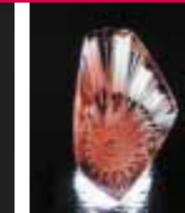
D – CARVING



FIRST PLACE
Dalan Hargrave
Gemstarz



SECOND PLACE
Michael M. Dyber
Ledge Art Studio

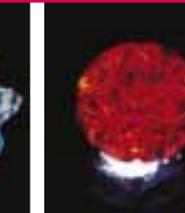


THIRD PLACE
Dalan Hargrave
Dust Devil Mining

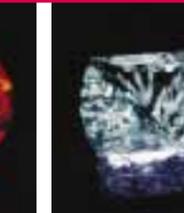
E – COMBINATION



FIRST PLACE
Andrew Gulij
Gemfix



SECOND PLACE
Larry Woods
Jewels From The Woods



THIRD PLACE
Larry C. Winn
AJS Enterprises, Inc.

E – COMBINATION



HONORABLE MENTION
Dalan Hargrave
Gemstarz



HONORABLE MENTION
Michael Edwards
Sunstones & Such

F – OBJECTS OF ART



FIRST PLACE
Ralph Wobito
Wobito Gems Ltd.



SECOND PLACE
Philip E. Lover Jr.
North American Gem Carvers

Be a part of the prestigious 2005 Spectrum and Cutting Edge Awards! For more information on the 2005 Spectrum and Cutting Edge Awards Entry Form, please contact the AGTA at (800) 972-1162 or visit www.agta.org.

AGTA Spectrum Awards: Back to New York

Last year, to celebrate the 20th Anniversary of the AGTA Spectrum Awards, the competition moved to New York. After receiving more entries than ever before and hosting a successful fashion industry event for the 2004 competition, the AGTA has decided to keep the Spectrum Awards in New York. With incentives like the New York Drop Off Program and the Spectrum Awards Event, AGTA is hoping the 2005 Spectrum Awards will be bigger and better than ever.

Eligibility

The Spectrum Awards competition is open to all individuals living in the United States and Canada. You do not have to be a member of the American Gem Trade Association (AGTA) to enter. Any jewelry produced after October 2003, and not previously entered into an AGTA competition, may be entered. Entries must be finished pieces; no drawings will be accepted.

Deadlines

Deadline for entry is September 20, 2004. Judging will occur in October 2004.

New York City Drop Off Program

Many designers have expressed interest in entering the AGTA Spectrum Awards competition, but



continued on page 9

continued from page 8

feel their jewelry or gemstone will be tied up for too long. Now any entrant can hand-deliver their AGTA Spectrum Awards entry in New York only days before the competition.

Entrants interested in this program MUST submit a copy of the entry form and payment to the AGTA office no later than September 20, 2004.

The time and location for the New York City drop off program will be announced shortly. If you are interested, please contact the AGTA at (800) 972-1162 or spectrum@agta.org.

2005 AGTA Spectrum Awards Event

The 2005 AGTA Spectrum Awards competition will be held in New York City during the month of

October. An event will be held in conjunction with the competition, to give fashion editors, stylists, costume designers and others the opportunity of a lifetime: previewing the AGTA Spectrum Awards collection.

Hosting an editor event is not only a great opportunity to share our vision for style and innovation with the world's fashion enthusiasts; it provides the ultimate forum for showcasing the beauty of natural colored gemstones and cultured pearls. The fashion community knows this is the only opportunity to view North America's hottest design talent in one place at one time.▲



AGTA Launches New Consumer Campaign

continued from page 4

The new AGTA "Add More Color To Your Life" campaign debuted in January 2004. The consumer-directed campaign focuses on a series of emotional messages in which colored gemstones play an integral part.

The first ad is scheduled to appear in *Facets Magazine*, a magazine for jewelry lovers and watch enthusiasts, which is distributed to 120,000 consumers.▲



CONSUMER CAMPAIGN AD



CONSUMER CAMPAIGN POSTCARD

AGTA GemFair Las Vegas:

SPECIAL SHOW DATES & HIGHLIGHTS

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

Join us in the **AGTA GemFair Cultured Pearl & Jewelry Pavilion, your one-stop resource for natural colored gemstones, cultured pearls, designer jewelry and jewelry-related services and supplies.** Here you will find over 200 exhibitors offering distinctive items to expand your customer appeal, and make your business stand out from your competitors. For our members that don't exhibit at GemFair Las Vegas or have never been to this show, mark these dates on your calendar now because you don't want to miss it.

SPECIAL SHOW DATES!

Thursday, June 3–Monday, June 7, 2004

The AGTA GemFair Cultured Pearl & Jewelry Pavilion is located in the Venetian Hotel Grand Ballroom, adjacent to the Sands Expo Convention Center. Because the AGTA Pavilion opens one day before the main JCK Show, the AGTA wanted to provide buyers with an incentive to shop

early for the best selection of natural colored gemstones, cultured pearls and designer jewelry.

Once again the American Gem Trade Association will feature "Gem Day" on Thursday, June 3rd, 2004 – one full day before the main JCK show opens! This is your opportunity to shop early for the best selection.

Gem Day Highlights:

Thursday, June 3rd, 2004

- A buyer reception offering complimentary beverages and light hors d'oeuvres from 2:00pm-4:00pm in the AGTA Pavilion.
- Seminars focusing on color and fashion presented by industry leaders. Hear what's new, what's next and what's hot for the jewelry industry.

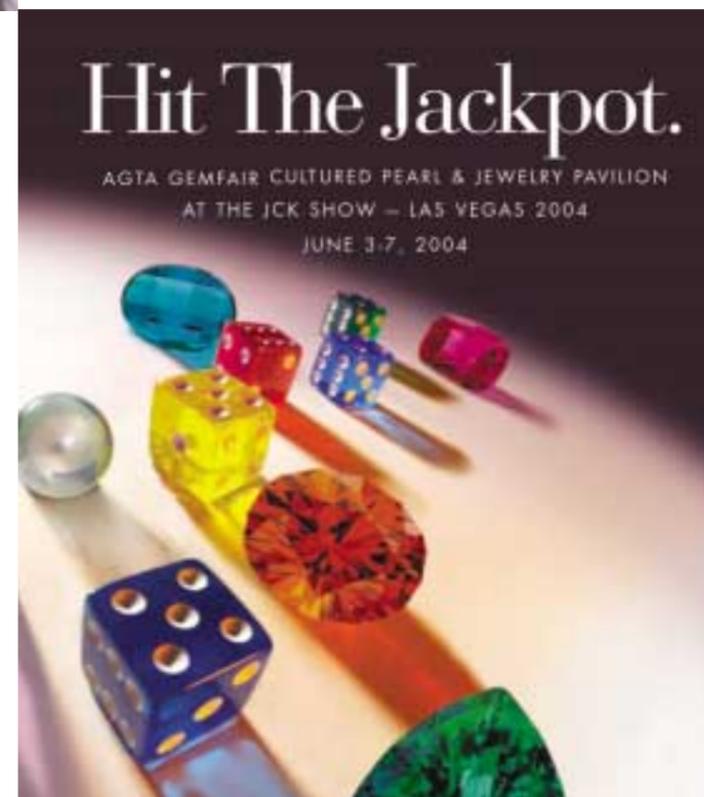
AGTA Pavilion Highlights:

Friday, June 4–Monday, June 7, 2004

- The AGTA GemFair Cultured Pearl & Jewelry Pavilion opens at 10:00am on Thursday, June 3rd and 9:00am Friday, June 4th–Monday, June 7th, one hour before the main show.
- AGTA GTC Portable Lab Facility – Document your purchases with a colored gemstone report from the industry's premier laboratory.
- The AGTA Windows of Color Café will be open in the AGTA Pavilion beginning on "Gem Day" and will feature delicious food, including Kosher selections, from the Venetian Hotel.
- Buyers can enjoy a complimentary danish and coffee each morning at 9:00am (June 4th–7th) in the AGTA Pavilion.
- Remember, the AGTA GemFair Cultured Pearl & Jewelry Pavilion closes one day before the main JCK show.▲

Join us in the AGTA GemFair Cultured Pearl & Jewelry Pavilion June 3rd-7th and enjoy a "gem of a day!" For more information about the AGTA, our pavilion at JCK Las Vegas or "Gem Day", please contact us today!

American Gem Trade Association:
Telephone (800) 972-1162; FAX (214) 742-7334;
Web www.agta.org; Email info@agta.org.



AGTA GemFair LAS VEGAS
June 3-7, 2004 Join Us In The AGTA GemFair Cultured Pearl & Jewelry Pavilion