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## AMERICAN GEM TRADE ASSOCIATION

Sessions recorded at 2010 AGTA GemFair Tucson

### **Best Buys in Tucson**

Richard Drucker, Gemworld International, Inc. - The Guide

### **Options When You Buy Over the Counter**

Patti Geolat, Geolat and Associates

### **Visual Display of Color**

Larry Johnson, Pacific Northern

### **Internet Marketing to Drive Local Traffic**

Brad Simon, [www.internet4jewelers.com](http://www.internet4jewelers.com)

### **Navigating Counter Space in Colored Gem Sales**

Kate Peterson for Diamond Council of America

### **Creating Demand for Cultured Pearls**

Peter Bazar, Imperial Deltah for CPAA

### **Training Your Staff to Sell Color**

Adam Graham, AGTA

### **Understanding and Using Color Trends**

Gary Roskin, [www.roskingemnews.com](http://www.roskingemnews.com)

### **Developments in the Chinese Pearl Industry**

Elisabeth Strack, Gemmologisches Institut Hamburg

### **Colored Gemstone Wardrobe, Fashion Informed**

Hedda Schupak

### **Meet JVC's All-Star Federal Regulators at a Jewelry Town Hall Meeting**

Cecilia Gardner, JVC, with invited government representatives Lisa Dimmick, NRC; Millie Gleeson, Customs; Kelley Phou, U.S. Census Bureau; Brad Brooks Rubin, U.S. State Department; Sandra Solt, IRS, Julie Vanderslice, FinCEN

### **Books for Gem Lovers!**

John Koivula, Ron Ringsrud, Richard W. Wise

### **Use Social Media to Sell Design**

Cindy Edelstein, Jewelers Resource Bureau

### **Considering CAD-CAM**

Greg Falkner, The Falkner Institute .

### **Capitalizing on Color**

Adam Graham, AGTA



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## AMERICAN GEM TRADE ASSOCIATION

### **Country-of-Origin and Gemological Updates**

Christopher P. Smith and Elizabeth Quinn Darenus, American Gemological Laboratories.

### **Why On-Premises Services Benefit Retailers**

Dee Rouse Huth, California Institute of Jewelry Training

### **Spinel: A Royal Gem**

Edward Boehm, JOEB Enterprises

### **GIA Research Update**

GIA

### **Marketing to Women: 7 R's**

Ramona Gautreaux, Stuller & Co.

### **Improve Your Return on Effort with Color**

David Brown, The Edge Retail Academy

### **Platinum Bridal – The “Bright Spot”**

Kevin Reilly, PGI-USA

### **HPHT Enhanced Colorless, Pink and Yellow Diamonds**

Branko Deljanin, Dusan Simic, Deljanin & Simic Gemological Service

### **The Giant Selenite Crystals - Journey to Planet Earth's largest crystals (Naica, Chihuahua, Mexico)**

Leela Hutchison, Leela's Divine Play of Gemstones