

# Prism

SUMMER 2005

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## From the President

We all have become aware of the shrinking margins retail jewelers are seeing on diamond sales. Nearly all of these retailers are looking at other options to help replace these lost revenues. If we, as precious colored gemstone professionals, want our retail partners to look to colored gemstones as a viable profitable option, we must make our products, and the handling of them, easy and understandable. To do this, AGTA must continue to develop certain major principles:

- A) Analyze and understand the changes taking place in the distribution of our products.
- B) Promotions that reach the final consumer.
- C) Education of retailers and consumers on our products.
- D) Place a positive image of our products and their production in the minds of consumers.

AGTA's new board, and its staff, have been working in these areas to help improve the awareness and sales of precious gemstones. The goal is to help our members compete in today's rapidly changing retail and wholesale market.

As many of you have seen, the market and distribution channels of precious colored gemstones and jewelry have been changing over the last five years. I have named a special group of board and non-board members to look into the future. AGTA must help our members understand and take advantage of these changes. I don't expect the industry or market to go back to where it was in the late 1990s. We must look at where the industry currently stands and theorize where it is going. With this, we hope to better define strategies and rules to keep AGTA and its members a viable force in the future colored gemstone market.

As we are looking at how the industry and membership are evolving, we have continued to pursue a variety of opportunities to get our message (the love and desire to own precious colored gemstone jewelry) to the consuming public. This has become the overall goal of AGTA's marketing staff. Some of this is accomplished through cooperation with retail jewelers and others are done directly to consumers. One of our biggest opportunities is through the precious colored gemstone exhibition at the Smithsonian, of which we hope to secure a final agreement over the next 90 days. This would expose a great many consumers to our products in one of the most prestigious venues in the world.

To be able to promote directly to consumers, AGTA and the colored

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ERIC BRAUNWART,  
AGTA PRESIDENT

## From the Executive Director

Last month the United States Treasury Department issued the Interim Final Rule pertaining to Section 352 of the USA Patriot Act. This Final Rule took effect on July 4, 2005. The Act establishes the legal responsibility for jewelry and gemstone dealers to implement anti-money laundering programs in their businesses. Most of our members, with some notable exceptions that we will discuss here, are required to implement these programs by January 1, 2006.

It is clear that the intent of the Act is to develop a structure within the jewelry industry whereby we can more easily recognize and respond to efforts

by criminal elements to use gemstones and jewelry to launder money. What is less clear is just what our responsibilities as gem merchants are, and exactly how we can navigate the often confusing maze of government codes and make sure we are all in compliance.

Fortunately, Cecelia Gardner, Executive Director of the Jewelers Vigilance Committee, and her capable staff have been ahead of the curve on this issue since its very beginning. Not only has the JVC worked continually to inform the industry as to the developments with respect to the AML (Anti Money

Laundering) process, but they have also developed an efficient and comprehensive Compliance Kit that they are making available to the entire jewelry industry. Along with the Kit comes the necessary web support that answers frequently asked questions and directs us to associated website links.

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DOUGLAS K. HUCKER,  
AGTA EXECUTIVE DIRECTOR

# AGTA Show News

## 2005 AGTA GemFair Las Vegas



**With 222 exhibitors, AGTA wrapped another successful GemFair at the JCK Show – Las Vegas 2005. The AGTA GemFair Cultured Pearl and Jewelry Pavilion opened one day before the main JCK Show and treated buyers to the third annual GemDay.**

AGTA's goal for GemDay was

to draw buyers into the show a day early so they could shop for the best selection of natural colored gemstones, cultured pearls and designer jewelry.

GemDay highlights included a buyer reception and seminars focusing on color and fashion presented by industry leaders.

The AGTA showcased profitable marketing products to enhance business. Other GemFair Las Vegas features included an AGTA membership meeting, a display of the 2005 Spectrum and Cutting Edge Award winners, and the AGTA GTC Portable Testing Center. The AGTA GTC offered dealers and buyers critical information to make informed purchases.

The Association is eagerly anticipating the JCK Show – Las Vegas 2006. Please note, next year's show dates have changed to accommodate the Jewish holiday of Shavuot. The AGTA Pavilion will open on Friday, June 2nd and close on Tuesday, June 6th. The 2006 JCK Show will open on Saturday, June 3rd and close on Wednesday, June 7th.

*New For 2006!* This year, the AGTA is proud to introduce a special Estate Jewelry Pavilion in the Arena. The Pavilion offers the perfect venue to find the one-of-a-kind and hard-to-find colored gemstone and cultured pearl antique jewelry your customers are looking for. The Pavilion offers the highest quality estate jewelry in a wide range of styles and price points to meet every need. The AGTA Estate Jewelry Pavilion is the only one like it in Tucson.

The *Spectrum of Design* Jewelry Pavilion will return to the upstairs ballroom. Showcasing a wide range of design creations, you will find the hottest trends in North America. Affiliate members (designers and manufacturers) wishing to exhibit should contact Mary Lou Keen for more information at [marylou@agta.org](mailto:marylou@agta.org) or 800-972-1162.

### Special Events

The Coyote Classic Charity Golf Tournament will be held one day early on Monday, January 30th, at the popular Dell Urich Golf Course. The new date will accommodate more golfers to benefit the Special Olympics.

Join us for the brand-new opening night party. The party will honor the winners of the 2006 AGTA Spectrum Awards Competition. Don't miss the chance to see the winning collection.

Not to be missed! The social highlight of GemFair, the AGTA Dinner Dance and Awards Gala will celebrate AGTA's 25th anniversary.

## MJSA Expo New York,

**March 12-14, 2006**



There are many exciting changes in store for next year's MJSA Expo New York show. First, the show will be held one week later than usual (March 12-14, 2006). Second, the entire show is moving to the upper level of the Jacob Javits Convention Center. AGTA members will exhibit in the AGTA Gems & Jewelry Pavilion located within the main show. Don't miss out on the opportunity to exhibit at a show where the targeted buyer is the manufacturer. Please contact Mary Lou Keen for more information at [marylou@agta.org](mailto:marylou@agta.org) or 800-917-1162. ▲

## AGTA GemFair Tucson

**February 1-6, 2006**

The American Gem Trade Association will kick off its 25th Anniversary at the 2006 AGTA GemFair Tucson. For 25 years, the AGTA GemFair Tucson has been the premier colored gemstone and cultured pearl event in the world. This year is no exception.



# Current Turnaround Time at the AGTA GTC: 5–10 Business Days

The AGTA Gemological Testing Center provides the industry and the public with a complete range of services, including gemstone identification, origin determination and pearl identification. The laboratory, which is located in New York City, is equipped with the latest, technologically advanced investigative equipment.

The AGTA GTC is committed to providing excellent service, superior value and outstanding quality. A complete list of services and detailed pricing information is available on our website, [www.agta.org](http://www.agta.org). Please contact us with any questions. ▲



AGTA Gemological Testing Center  
18 East 48th Street, Suite 502  
New York, NY 10017  
Telephone: 212-752-1717; Fax: 212-750-0930  
Email: [info@agta-gtc.org](mailto:info@agta-gtc.org); Website: [www.agta.org](http://www.agta.org)

Ashley Peldon



## AGTA Fine Jewelry Suite for the 57th Annual Emmy Awards

Preceding the Emmy Awards, the AGTA will host a three-day-long Award Suite held in Beverly Hills, California.

AGTA members will have the unique opportunity to showcase their jewelry to celebrities and to the press. The AGTA will also host a cocktail reception in the suite for the nation's top fashion/accessory editors, stylists, producers and costume designers.

The event positions members' dazzling designs in a high-profile Hollywood glamour environment and raises exposure for their company. Furthermore, sales tools can be created and relationships established. Most importantly, AGTA members' jewelry will be on loan to adorn celebrities for the Emmy Awards on Sunday, September 18th in Los Angeles.

Up to five pieces of jewelry may be submitted for the placement opportunity fee of \$1,250. Six to ten pieces of jewelry may be submitted for the placement opportunity fee of \$2,300. Each company is responsible for insuring the jewelry for the shipping expenses to and from the event. ▲

### THE BASIC PACKAGE FOR PARTICIPATING COMPANIES INCLUDES:

- Space to showcase your jewelry for three days at the Emmy Awards Suite
- Front door signage including each company's name
- Limited signage inside the suite including each company's promotional material
- Public relations services for event
- Event coordinators will send personalized celebrity & press invitations
- Major press release distribution to include your company's name
- Inclusion in suite directory given to each guest
- Event staff photographer, photos available after the event

**Space is limited for this event. Payment must be received in advance to secure your participation and is nonrefundable. Please contact Elizabeth Ross at 800-972-1162/214-742-4367 or [elizabeth@agta.org](mailto:elizabeth@agta.org) to reserve your spot today.**

# 2006/2007 AGTA Source Directory

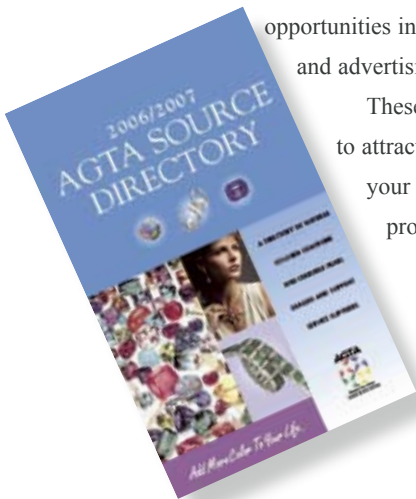
**The AGTA Source Directory is the most beneficial resource produced by the association. The Source Directory is a must for anyone in the jewelry or gemstone industry. Industry professionals rely on the Source Directory to fill all of their colored gemstone needs. It is an easy-to-use reference guide composed of only AGTA members and the gemstones, products and services they offer.**

The Source Directory is complimentary to anyone in the industry. It is available as a printed book or on CD, or it can be downloaded from the AGTA website. We mail over 16,000 books and CDs and provide both at AGTA GemFair Tucson, MJSA, GemFair Las Vegas, JA New York and AGS Conclave.

We are working on the 2006/2007 Source Directory now and we need your cooperation. You received a printout in early July outlining your company contact information, member of record, and the products and services your company offers. Please review the information, make any necessary changes and return a signed copy to the AGTA office. Information must be returned no later than August 12, 2005.

Each company receives a company listing (company name, member of record, address, phone, fax, email and website) plus five category listings for FREE. Additional opportunities are available in both the printed version and the CD version. The Printed Source Directory opportunities include extra category listings and advertising. The Electronic Source Directory opportunities include email links, web links and advertising.

These are both excellent ways to attract more attention to your company and the products/services you offer. ▲



2006 - 2007  
AGTA Source Directory



## AGTA Receives Award of Excellence from Contemporary Design Group

The AGTA was honored with the “Designer Advocate of the Year” award by the Contemporary Design Group at the 2005 High Achievement Awards. The award recognizes the AGTA’s proven track record to advance the designer concept in the industry through marketing, promotion, media and trade shows. The award was presented at the group’s annual dinner at Maggiano’s Little Italy in Las Vegas during the JCK Show.

The distinctive artist Henry Summa sculpted the award. The hand-blown piece was opened up with a diamond blade. As it cooled, the swirling lines of color and complex formations emerged. By working from the inside out, Summa created the inner-most formations first, then added concentric layers of crystal, colored glass and iridescence for an illuminating glow. Summa’s work can be seen in galleries, museums and private collections around the world. ▲

# Padparadscha Fetches Pretty Price

**At Christie's New York's June 7th sale, a magnificent 20.84 ct. padparadscha sapphire fetched a pretty price, a stunning \$374,400 (\$18,000 per carat). Mounted in a ring by Henry Dunay, this sale is further evidence of the increasing demand for high-quality untreated gemstones.**

*Figure 1. Simply magnificent. This 20.84 ct. padparadscha sapphire recently fetched \$374,400 (\$18,000 per carat) at auction. Photo © 2005 Christie's Images Ltd; used with permission.*



Padparadscha sapphire is a special variety of gem corundum, featuring a color that is a mixture of pink and orange – a marriage between ruby and yellow sapphire. The term is derived from the Sanskrit/Singhalese padmaraga, a color akin to the lotus flower. Some define the gem's color as a blend of lotus and sunset. It is among the most beautiful and valuable of the corundum gems. Prices for padparadschas vary greatly according to size and quality. At the top end, they may reach as much as US\$30,000 per carat.

The original locality for padparadscha was Sri Lanka (Ceylon). Fine stones have also been found in Vietnam's Quy Chau district, Tanzania's Tunduru district, and Madagascar. Stones from the latter three areas are sometimes heat-treated. ▲



*Figure 2. A marriage made in heaven. The color of a padparadscha has been described by some as the marriage between a lotus flower and a sunset, each shown above. Photos © Richard W. Hughes/RWH Publishing & Books.*

## From the President

*continued from page 2*

gemstone industry must constantly strive to enhance and support confidence in our products. We need to do this by expanding consumer confidence in the beauty and integrity of our products. We are doing this through our continued emphasis and understanding of enhancement and treatment disclosure. We are also doing it through our laboratory and their work to understand and clearly communicate new enhancements.

We are working on a variety of projects that educate both the retail jeweler and consumer on the beauty, rarity and desirability of our products. An informed, excited and motivated consumer will be much more likely to pick our precious colored gemstone products to fulfill their desire for adornment.

Lastly, we plan to do it through a broad-based series of "Best Business Practices" goals and objectives for our association and members. We must assure that our products stay desirable forms of adornment.

AGTA must carefully and wisely lead the precious colored gemstone industry. We cannot afford to leave the direction of our industry completely to chance. In this vein, the AGTA board, on behalf of our members, will be making decisions we believe will support the perception and sale of our products in order to keep our association and individual members' businesses viable in the changing markets we find ourselves in. ▲



Eric Braunwart  
President, AGTA

## AGTA Board Elections



Serving on the Board of Directors is a combination of obligation and opportunity. Agreeing to serve creates a duty to represent members and an opportunity to meet peers on a different

level. Ultimately, one can improve their business and give something back to the industry. If you are interested in running or would like to recommend someone, please contact Richard Greenwood at 212-719-4243.

### WHO CAN VOTE IN AGTA ELECTIONS?

All AGTA Firm and Charter Members in good standing. Affiliate members, Honorary members and recently approved members whose 6-month probationary term has not yet expired are ineligible to vote.

### "IN GOOD STANDING"

This means any firm or charter member that has renewed their AGTA membership for 2005. Members who are suspended may not vote.

### WHO SIGNS THE BALLOT?

The designated member of record for each company must sign the ballot.

### VOTING DEADLINE

In order to be counted, ballots must arrive at the AGTA office in Dallas by the close of business day, January 10, 2006.

### VOTE COUNTING PROCEDURE

Ballots will be held, sealed in their envelopes, until they are opened and counted by the Executive Director and two AGTA members, as directed by the AGTA Constitution. Any interested member who wishes to observe the counting of the ballots is welcome to do so. Please contact the Executive Director for the time and location of this event. Election results will be reported to all AGTA members shortly after the ballots are counted.

### MEET YOUR 2006 AGTA BOARD IN TUCSON

Newly elected Board members will be introduced at the annual membership meeting Sunday, February 5, 2006. ▲

## From the Executive Director

*continued from page 2*

### WHY THIS ACT AFFECTS US

By January 1, 2006 dealers in goods covered by the rule will have to have a written anti-money laundering program implemented in their business and be ready to make it available to the U.S. Department of Treasury upon request. This will also include the business we conduct at our trade shows. It is important to note that AGTA GemFair Tucson is the first major industry show to be produced after the rules takes effect on January 1, 2006. We will need to be prepared for the likelihood of U.S. Department of Treasury representatives visiting our show.

The focus of the Interim rule is on dealers of precious gemstones and precious metals. The definition of a dealer is a person or business that both purchases at least \$50,000 worth of covered goods and sells at least \$50,000 worth of covered goods during the preceding year. With the exception of many of our Retail Affiliate members, **almost all of our members are subject to the rule.**

### WHAT YOU NEED TO DO

The AML rules that have taken effect are designed so that we can self-administer the compliance programs. The first step that the JVC recommends is to appoint a Compliance Officer (an employee of the company) who can be responsible for developing and implementing the program. The general requirements of the program are as follows:

1. Perform risk assessment in order to evaluate the particular risks of your business being exploited for money laundering purposes;
2. Appoint an employee as compliance officer responsible for implementation and administration of the anti-money laundering program;
3. Design and implement a written anti-money laundering program, based on the aforementioned risk assessment;
4. Train your employees as to their responsibilities under the rules;
5. Periodically test the anti-money laundering program independently to ensure that the program functions as designed. The tester cannot be the same person as the compliance officer, but can be an independent service provider.

### WHO CAN HELP YOU?

Compliance with these rules can be simple – **and JVC can help.** Cecilia Gardner and the JVC have joined with the AGTA to provide AGTA members with a comprehensive, low-cost Compliance Kit. The Kit takes you through the steps required to assess the risks your business presents for money laundering, suggests elements of a compliance program, provides training modules for your employees, and suggests methods for periodically checking your program. It even lists the qualifications for a compliance officer! And they have made the Compliance Kit available at a discount for AGTA members. The Kit sells for \$150 to JVC members and \$300 to non-JVC members. The JVC will provide AGTA members (who are not JVC members) a 15% discount on the \$300 Kit and will include in that price a one-year membership in the Jewelers Vigilance Committee. Not only is this a very affordable way for you to bring your company into compliance with the AML rules, but it allows you an opportunity to provide your support for an organization that has worked tirelessly to maintain and protect the integrity of our industry.

The AML rules will take effect on January 1, 2006, so I urge each of you to begin the process now. You may order your Compliance Kit by visiting the JVC website at [www.jvclegal.org](http://www.jvclegal.org) (be sure to note that you are an AGTA member to get your discount) or by visiting the [www.agta.org](http://www.agta.org) and clicking on the JVC weblink. ▲



Douglas Hucker  
Executive Director, AGTA



# The LMHC and Padparadscha

From June 16–18, 2005, members of the Laboratory Manual Harmonization Committee (LMHC) met in Milan, Italy to consider a standardized definition of padparadscha. The LMHC consists of seven of the world's major laboratories. They include the AGTA Gemological Testing Center, CISGEM (Milan), GAAJ (Japan), GIA (USA), Gemological Institute of Thailand, Gübelin Gem Lab (Switzerland) and SSEF Swiss Gemmological Institute (Switzerland). For several years now, representatives of these laboratories have met to discuss the harmonization of identification procedures and wording on gemstone reports (*Figure 3*).



*Figure 3. Members of the LMHC discussing the padparadscha issue.*  
From left to right: Christopher P. Smith (GIA New York), Franck Notari (GIA Geneva), Pornsawat Wathanakul (GIT), Jean-Pierre Chalain (SEEF), Daniel Nyfeler (Gübelin Gemlab), Dr. Lore Kiefert (AGTA GTC), Ahmadjan Ai Abduriyim (GAAJ), Dr. Margherita Superchi (CISGEM), Dr. Elena Gambini (CISGEM). Photo courtesy of Dr. Antonello Donini (CISGEM).

In the most recent meeting, several laboratories supplied master gemstones, which were compared against the Munsell color chart and a chart compiled from Munsell color chips by Franck Notari (GIA Geneva), who did a thesis on padparadscha sapphires in 1996. The goal is to map out a standardized definition for the term that would be used by all member labs to separate padparadschas from other sapphires. ▲



*Figure 4. Connecting the plots.* Daniel Nyfeler of the Gübelin Gem Lab comparing various master stones against the Franck Notari Padparadscha Color Chart. Photo courtesy of Dr. Antonello Donini (CISGEM).

## 2005 AGTA Show Dates

AGTA GEMFAIR TUCSON.....February 1-6, 2006  
MJSA EXPO NEW YORK.....March 12-14, 2006

## AGTA Celebrates its 25th Anniversary in 2006



AMERICAN GEM  
TRADE ASSOCIATION  
EXCELLENCE SINCE 1981

When it comes to silver anniversaries, people often think about weddings. But for the American Gem Trade Association, a silver anniversary inspires thoughts of something else – *color*.

The American Gem Trade Association will unveil a new logo to commemorate its 25th Anniversary. The new logo features the traditional red, blue, yellow and green facets, adjacent to a silver 25, and nestled underneath are the words “Excellence Since 1981.”

The AGTA looks forward to celebrating its 25th anniversary as the premier North American trade association dedicated to promoting the natural colored gemstone and cultured pearl trade. The association pursues its aims through the combined use of educational programs, industry events, industry relations, and publicity to the trade and consumer, while maintaining the highest ethical standards among its members and within the industry. With “Excellence Since 1981,” the AGTA is ready for tomorrow. ▲



### PRISM

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#### FOR FURTHER INFORMATION, PLEASE CONTACT:

Elizabeth Ross  
Marketing Manager, AGTA  
3030 LBJ Freeway, Suite 840  
Dallas, TX 75234  
Tel: 800-972-1162  
Fax: 214-742-7334  
Email: [info@agta.org](mailto:info@agta.org)  
Website: [www.agta.org](http://www.agta.org)

# & JUDGING

# AWARDS



The AGTA Spectrum Awards competition, created in 1984, honors, recognizes and promotes North American designers and lapidaries whose work utilizes natural colored gemstones and cultured pearls. It is the true contest of workmanship, creativity and innovation, and winners no doubt set the standards of excellence for our entire industry. Winning an award in this competition is considered one of the industry's most esteemed honors. Here's why:

**Respected.** Through the Spectrum Awards, the American Gem Trade Association has been honoring excellence in jewelry design and lapidary arts for 22 years. The AGTA Spectrum Awards competition is viewed by the industry as a mark of outstanding quality and achievement. Winners of this illustrious award truly define excellence.



**Rigorous.** All entries go through a rigorous judging process. To reach the finals, entries must survive review by a panel of distinguished judges. Judging panels are drawn from industry experts (retail jewelers, manufacturers, designers, lapidaries and editors) who have themselves received accolades for their work. The judging is based on such criteria as overall beauty and wearability, innovative design, effective use of materials, quality of gemstones, quality of workmanship, broad-base consumer appeal and potential to generate positive publicity for natural colored gemstones.

**Rewarding.** Entering the AGTA Spectrum Awards has numerous benefits:

- **AGTA Spectrum Awards go to the Emmys!** Designers and lapidaries have the unique opportunity to have their AGTA Spectrum and Cutting Edge Award entries displayed for three days in the AGTA's Emmy Awards Fine Jewelry Suite. They will be viewed by Hollywood celebrities, nominees and presenters, as well as the domestic and international press.
- A cocktail reception for the nation's top fashion/ accessory editors, stylists, producers and costume designers will be hosted in conjunction with the AGTA Spectrum Awards competition. Every piece entered into the competition will be on display during the event.
- Winners are recognized for their innovative, spectacular and trend-setting designs in the leading trade publications. Photographs and information about AGTA Spectrum and Cutting Edge Award winners are featured in the January and February issues. Additionally, the AGTA submits cover shots that are traditionally picked up by five to six trade publications each year.
- Leading consumer magazines have featured pieces from the AGTA Spectrum Awards collection.
- All AGTA Spectrum and Cutting Edge Award-winning pieces are displayed at AGTA GemFair Tucson, giving you exposure to tens of thousands of potential customers.



# 2006 AGTA SPECTRUM AWARDS

2006

ENTRY

CATEGORY

## AGTA SPECTRUM AWARDS

Entries in the AGTA Spectrum Awards will be evaluated by a panel of distinguished judges based on overall beauty and wearability, innovative design, effective use of materials, quality of gemstones, quality of workmanship, broad-base consumer appeal and the potential to generate positive publicity for natural colored gemstones.

### AGTA SPECTRUM AWARD CATEGORIES:

#### Evening Wear

The most popular of all of the Spectrum categories, the Evening Wear category allows entrants to hold nothing back when creating their version of the perfect jewelry to accompany the perfect little black dress. Designer interpretations of evening wear include big and bold, quietly luxurious and everything in between. With an emphasis on chic designs and breathtaking color, this jewelry could be seen on women at exquisite restaurants, in the hottest nightclubs or even on the red carpet.

#### Business/Day Wear

Business/Day jewelry is defined as jewelry that a woman can wear to work, whether she works in an office, a restaurant or a clothing store, or out of her home. An every-day splash of glamour, Business/Day jewelry should be stylish and eye-catching, yet easy to wear and complementary to a business suit or soccer mom attire.

#### Casual Wear

This is the "easiest" jewelry of all of the categories, meaning it should be comfortable, practical, and sensible for a trip to the supermarket or brunch with the girls. Durability and accessibility should be kept in mind, recognizing that this jewelry should be so easy to wear that the wearer may even forget she has it on and will embody a sense of effortless elegance.

#### Bridal Wear

Bridal jewelry can be defined as jewelry worn by a bride or her bridesmaids on the day of her wedding. This would include all categories of jewelry (engagement rings, wedding bands, necklaces, earrings, bracelets, tiaras, etc.) that you can imagine seeing walking down the aisle or on the pages of the hottest bridal publications – all, of course, incorporating an intense use of color and cultured pearls!

#### Men's Wear

Rings, cufflinks, pendants, bracelets, tie and lapel pins, belt buckles and anything else one could imagine on a modern man of taste and style falls into this category. Whether worn to the office or worn with a tuxedo to a gala event or a wedding, all of the variety of ways men can adorn themselves with color and cultured pearls will be considered.

#### Entry Deadlines

**September 1, 2005** (For entrants who want their piece(s) displayed in the AGTA Emmys Suite)

**September 16, 2005** (For entrants who want their piece(s) submitted only for the competition)

CATEGORY

## AGTA SPECTRUM AWARDS SPECIAL DIVISION

### New for 2006! Fashion Forward Honors

"Fashion Forward Honors" recognizes the outstanding use of colored gemstone and/or cultured pearl beads in artful, trend-setting jewelry. All necklaces, earrings, bracelets or other jewelry that qualifies for judging in the AGTA Spectrum Awards competition will automatically be qualified for "Fashion Forward Honors" judging.

### Manufacturing Honors

"Manufacturing Honors" recognizes outstanding use of colored gemstones and cultured pearls in jewelry appropriate to be manufactured in production quantities. All designs that qualify for judging in the AGTA Spectrum Awards competition will also automatically be qualified for "Manufacturing Honors" judging.

CATEGORY

## AGTA CUTTING EDGE AWARDS

### (A) Open Category

1. **Classic gemstone** – Limited to outstanding examples of ruby, emerald and sapphire with traditional gemstone cutting techniques.
2. **All other faceted gemstones** – Open to outstanding examples of any gemstone that is faceted with traditional gemstone cutting techniques.
3. **Phenomenal gemstones** – Open to outstanding examples of any phenomenal gemstone (stars, cat's eyes, opals, etc.) with traditional gemstone cutting techniques.

### (B) Pairs & Suites – Two or more gemstones to be judged as a set.

Category A & B entries in the Cutting Edge portion of the competition may have been created anywhere in the world, but must be submitted by North American companies. They will be evaluated by a panel of distinguished judges based on overall beauty, quality and technique of lapidary work, and quality and rarity of the gem material.

### (C) Faceting – Innovative flat faceting.

### (D) Carving – Carving of any natural gem material in any style.

### (E) Combination – A gemstone design incorporating two or more lapidary techniques, including concave faceting.

### (F) Objects of Art – Carvings, bowls, sculpture, intarsia, etc., of gem materials not intended to be worn.

These may or may not incorporate metal, wood or other non-gem materials as base, frame or decorative component.

Category C, D, E & F entries in the Cutting Edge portion of the competition must have been created and submitted by North American lapidaries. They will be evaluated by a panel of distinguished industry judges based on originality, overall beauty, quality and technique of lapidary work, and quality and rarity of the gem material.



# EVENTS DEADLINE



## Entry Deadlines

### September 1, 2005

(For entrants who want their piece(s) displayed in the AGTA Emmys Suite)

### September 16, 2005

(For entrants who want their piece(s) submitted only for the competition)

## New York City Drop Off Program

### September 22, 2005

## Judging

### October 2005

## Non-winning entries returned between

### November 4 and December 5, 2005

Winning entries will be displayed at the **AGTA GemFair Tucson February 1-6, 2006**

Award winners will be honored during **AGTA GemFair Tucson**

## Eligibility

The competition is open to all individuals living in North America. You do not have to be a member of the American Gem Trade Association (AGTA) to enter. Any jewelry produced after October 2004, and not previously entered into an AGTA competition, may be entered. Entries must be finished pieces; no drawings will be accepted.

For more information, please contact Elizabeth Ross at 800-972-1162/214-742-4367 or [elizabeth@agta.org](mailto:elizabeth@agta.org)

## FIRM MEMBERS

Rayaz Ahmed  
Royal Precious Gems  
154 W. 47th St., Ste. 1201  
New York, NY 10036

Lewis Wackler  
Wackler Gem  
5550 S. 46th St.  
Boulder, CO 80305

Viviane Souto Vieira  
A.V.S. Gemstones, Corp.  
48 W. 48th St., Ste. 1010  
New York, NY 10036

Ike Keao  
Poe Raina  
13 Bluebird Ln.  
Aliso Viejo, CA 92656

Don Buford  
Dust Devil Mining Co.  
37100 Resort Drive  
Cloverdale, OR 97112

## AFFILIATE MEMBERS

Tiana Wages  
Tiana  
PO Box 7987  
Dallas, TX 75209

Susan Hayes, G.G.  
Antique Jewelry Mall  
715 Silver Spur Rd., Ste. 204  
Rolling Hills Estates, CA 90274

Ken Barter  
Bartier Lapidary Service  
308 Hawthorn  
St. Charles, MO 63301

Ralph Brenk  
Breuning, Inc.  
PO Box 465945  
Lawrenceville, GA 30042

Randall M. Griner  
Griner's Jewelers  
195 Ave. A., NW  
Winter Haven, FL 33881

Johnny Rogozia  
Janmark, Inc.  
151 W. 46th St., 6th Fl.  
New York, NY 10036

Mariyeh Fard Muller  
The Ogden House, LLC  
833 S. Ogden Dr.  
Los Angeles, CA 90036

Ken Kincaid  
Rego Manufacturing Co., Inc.  
1870 E. Mansfield Rd.  
Bucyrus, OH 44820

Robert Whiteside  
Robert Whiteside, Inc.  
3264 County Rd., Ste. 4115  
Mount Vernon, TX 75457

Samuel Getz  
Samuel Getz Private Jewelers  
& Designers, Inc.  
4425 Ponce de Leon Blvd.,  
Ste. 240  
Coral Gables, FL 33146

Shirley Beck  
The Sapphire Gallery, Inc.  
115 E. Broadway  
Philipsburg, MT 59858

Stephen Silver  
S.H. Silver Co., Inc.  
800 El Camino Real, Ste. 230  
Menlo Park, CA 94025

Casey McBride  
Taiya River Jewelry  
252 Broadway  
Skagway, AK 99840

David E. Connolly  
David E. Connolly, Inc.  
249 New Milford Turnpike  
PO Box 2331  
Marbledale, CT 06777

Allan Cheng  
Allan & Son Trading, Ltd.  
PO Box 2694  
New York, NY 10185

Sima Hovannesian  
Art's Elegance  
dba Liberty I. Exchange  
719 E. Walnut St., Ste. 200  
Pasadena, CA 91101

Malcolm Koll  
Charles Koll Jewellers  
4415 La Jolla Village Dr.  
San Diego, CA 92122

Walter Z. Feinblum  
Carl K. Gumpert, Inc.  
dba Pacific Gem Cutters  
550 S. Hill St., Ste. 1070  
Los Angeles, CA 90013

Alan Sklut  
Diamond Empress  
26 Fox Hunt Dr., PMB 267  
Bear, DE 19701

Lou Anne Harris  
Douglas R. Harris  
Jewelers, Inc.  
1753 Old Country Club Rd.  
Gastonia, NC 28054

David Chaffee  
Exotic Gemstones, LLC  
2738 Hipawai Place  
Honolulu, HI 96822

Frederic Hakimi  
Frederic Sage  
98 Cuttermill Rd., Ste. 224  
Great Neck, NY 11021

Lisa M. Doolin  
Goldmine Jewelers, Inc.  
280 Worcester Rd.  
Framingham, MA 01702

Michael Jiang  
Jewelry by Michael Jiang, Inc.  
643 S. Olive St., Ste. 800  
Los Angeles, CA 90014

Leslie Jaffee  
Leslie Jaffee Designs  
#5 Camino Alto  
Ranchos de Taos, NM 87557

Tim Sherrer  
Lou's Jewelry  
3012 Airport Blvd.  
Mobile, AL 36606

Kirkor Bardisbanyan  
Marquesa, Inc.  
6710 Valjean Ave.  
Van Nuys, CA 91406

Lyle A. Fields  
Marqurette's Exquisite  
Jewelry  
4695 Vaughn Rd.  
Montgomery, AL 36106

Patrick Murphy  
Murphy Design, Inc.  
420 N. 5th St., #710  
Minneapolis, MN 55401

Raymond Hak  
Raico Gem Designs/ Designs  
by Raymond Hak  
11 Grace Ave., Ste. 204  
Great Neck, NY 11021

Reg M. Schopp  
Raru.Com Inc.  
dba deSignet, Int.  
1869 Whitehaven Rd.  
Grand Island, NY 14072

Keith Shaftel  
Shaftel & Co.  
dba Shaftel Diamond Co.  
6222 Richmond Ave., Ste. 150  
Houston, TX 77057

Temple St. Clair Carr  
Temple St. Clair, LLC  
594 Broadway, Ste. 306  
New York, NY 10012

Maureen McIntyre  
Andin International, Inc.  
609 Greenwich St.  
New York, NY 10014

## STUDENT AFFILIATE MEMBERS

Geralyn G. Sheridan  
813 Nord Ave.  
Chico, CA 95926

Leela Hutchison  
PO Box 1582  
Sausalito, CA 94966-1582

Michael S. Evers  
1006 Cherbury Ln.  
Alpharetta, GA 30022

Rachel A. Palinsk  
5551 Church Ave.  
Wisconsin Rapids, WI 54494

Michael A. Erickson  
13808 NW 21st Ln.  
Gainesville, FL 32606

## FIRM MEMBER COMPANY NAME CHANGE

From: Sami Hajibay  
Perle Di Piranesi, Ltd.  
30 Rockefeller Plaza,  
Ste. 4330  
New York, NY 10112

To: Sami Hajibay  
Giovane Pearl  
30 Rockefeller Plaza,  
Ste. 4330  
New York, NY 10112

From: Richard Krementz  
Gemstones LLC  
375 McCarter Highway  
Newark, NJ 07114

To: RKG1866, LLC  
dba Richard Krementz  
375 McCarter Highway  
Gemstones...since 1866  
Newark, NJ 07114