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## MEMBERSHIPBENEFITS

The American Gem Trade Association is a not-for-profit association of United States and Canadian gemstone professionals dedicated to promoting awareness and appreciation of natural colored gemstones and cultured Pearls.

Founded in 1981, the AGTA has over 1,300 members representing leading colored gemstone and cultured Pearl wholesalers, retailers, manufacturers, designers, colored Diamond dealers, estate dealers and industry professionals.

AGTA Members are proud to uphold the highest ethical standards, agreeing to the Association's strict Code of Ethics and full disclosure of gemstone enhancements.

Membership provides you with many exclusive benefits and services: Members are eligible to exhibit at some of the most important annual events in the gemstone and jewelry industry, including AGTA GemFair ${ }^{\text {rM }}$ Tucson, AGTA GemFair ${ }^{\text {TM }}$ at the JCK Las Vegas Show, and AGTA Pavilion at the JA New York Summer Show.

Members are featured in the AGTA Source Directory, both the printed and online versions. This is a powerful tool that gives access to a valuable network of fellow gemstone professionals.

Members stay informed about the AGTA, hot topics surrounding our industry, gemstone and jewelry fashion with the quarterly Prism \& weekly ePrism.

Members have access to leading industry programs. These programs include Bank of America Merchant Services, FedEx Express ${ }^{\circledR}$, FedEx Declared Value, FedEx Office, Association Health Programs and car rentals with Avis and Budget.

Members can also access our AGTA Online Community and gain valuable knowledge from our AGTA GemFair ${ }^{\text {TM }}$ Tucson Seminar USBs and eLearning Platform.

The professionalism of AGTA Members continues to set them apart from the competition. $\because \circ$

Prism: For further information or to advertise, please contact:
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## COVER: Holly Robinson Peete

Photographer: Andrew Macpherson Production and Styling: Tod Hallman, THP Productions Hair: Valerie Abron Harrell Makeup: Adam Christopher Manicurist: Tracey Sutter for Ivy Eleven Dress: David Meister - strapless flower gown. Necklace: Zoltan David, Zoltan David, LLC. - Platinum pendant featuring a 35.63 ct. marquis Moonstone cabochon set in blue patina bronze on a strand of cabochon Moonstones and Diamonds. Ring \#I: Yehouda Sakethou, Yael Designs - 18 K white gold "Gravity" ring featuring a 1.74 ct. Tanzanite inlaid in blue Topaz accented with Diamonds. Ring \#2: Mark Siegel, Hamilton Jewelers - 18 K yellow gold ring featuring a 30.0 ct. carved Aquamarine accented with Sapphires and Diamonds. Earrings: Dennis de Jonghe, deJonghe Original Jewelry - Platinum earrings featuring Moonstones accented with Diamonds and Sapphires .


I first became officially involved with the American Gem Trade Association in 1985, fresh out of the GIA and struggling with becoming a gemstone dealer and all that implies. Then-President, Ray Zajicek, appointed me to the AGTA Board of Directors; my first Board meeting was in Tucson in February, 1985. As is customary, as a Board member and a Show Committee member, I began to become acquainted with the various vendors that provided services for the AGTA GemFair ${ }^{\text {rM }}$ Tucson. It was in that capacity that I first met and got to know a young, and incredibly loving, ten-year-old boy named Scotty Woodward.

Scotty, the son of Cindi and Skip Woodward, was a special needs child. Skip, a City of Tucson police officer, was AGTA's security officer; he arranged for all of our security needs for GemFair, as well as acting as a de facto operations manager for GemFair. Scotty could often be seen tagging along with mom or dad as they worked around the show during set-up and it wasn't long before Scotty became friends with many of the members. Scotty was never a big fan of large crowds, but in the company of Skip, he delighted in getting to know the members, sharing the events of the day, detailing what his duties on the team were, and just generally being a warm and engaging young boy.

As you got to know young Scotty, you might have become aware of some of the hot buttons about what really excited him in life. Breakfast at the Golden Arches-his favor-
 ite a sausage and egg burrito with a Diet Coke-and Scotty was as
happy as could be. He was a huge fan of baseball and attended literally hundreds of ballgames with Skip. He loved to have his picture taken with the team mascots or chow
 down on a hotdog. He religiously took selfies at the game and sent them to Cindi. Scotty was also an avid fisherman, and no matter how modest or humongous his trophy catch, he delighted in sharing it with others on the pier. Scotty could spin a fish tale with the saltiest of them.

Scotty was also an incredible athlete. He participated in the Special Olympics from an early age and was a double gold medal winner in weightlifting in the 1995 Special Olympics World Games. His participation was such an inspiration to AGTA members that we began soliciting donations from our GemFair exhibitors and began making annual contributions to the Arizona Special Olympics. That tradition grew into our Coyote Classic Golf Tournament and our Coyote Classic 5K Run, both held around the show in Tucson, and both events that have allowed us to contribute over a hundred thousand dollars through the years to benefit young special athletes like Scotty.

Scotty was a deeply spiritual child whom I had the pleasure of seeing grow into a wonderful man. Scotty passed away this spring, but I would expect that for many of us, as GemFair rolls around, he will be forefront in our thoughts. Beginning with the 2018 AGTA GemFair ${ }^{\text {TM }}$ Tucson, we will be renaming our Coyote Classic events in honor and memory of Scotty - The Scotty Woodward Golf Classic and The Scotty Woodward 5k Classic. Both of these events will continue benefitting the Special Olympics of Arizona.
The first annual Scotty Woodward 5k Run will be February 3, 2018. I encourage you all to come out, walk or run the course, and help raise money for a very special cause; but most of all, to do it for
 Scotty. $\because \%$

Sincerely,


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## $\mathscr{O} \& \mathscr{B}$ FINE GEMS

3 Time Winner 2017 AGTA Spectrum Awards ${ }^{\text {mim }}$


## Exceptional Sapphire



Will you share about yourself-where you grew up, and your family today? I was born in Australia, in the Blue Mountains, about 65 miles west of Sydney. I grew up in the amazingly scenic town of Katoomba, which is a derivation of the aboriginal word "Kedumba," which means "place of the falling waters." My father was an insurance broker and my mother a homemaker; both were very active in local community organizations. I am a middle child, sandwiched between two brothers. Today I'm married to James Shires, a retired college president and retired Colonel in the U.S. Army Reserves. I have a 38 -year-old son Matti, from my first marriage, and a 48-year-old stepdaughter Sarah.
Tell us the fascinating story of how you got your start in the jewelry industry. Where did you see your first Opal? I had no background in the gemstone or jewelry industry. The women in my family wore only modest jewelry and while I was always interested in geography, geology, and adventures as a child, I began my adult career as a schoolteacher. It was in the early 70 s that I became very attracted to silver jewelry and the trendy clothing of the day, designing and making my own outfits and finding jewelry to complement what I was wearing. Being raised in a business family, I did not find teaching as rewarding as I assumed it would be, so I left teaching and took a job as a personal assistant to a businessman who ran businesses involving jewelry and clothing. One of my first tasks was to inventory a shipment of silver jewelry rings that he had designed using Queensland Boul-
der Opal, an amazing assortment of scenic stones cut to enhance the natural Opal running through its host rock. I found myself handling the rings and staring into the Opals with an excitement and passion I had never felt before-a passion for boulder Opal that started me on my journey.
Tell us about your journey from the beginning in the jewelry business to today. My journey in the gemstone business has been on-going for 42 years. I left Australia in May 1975 bound for Los Angeles. I started my business with a line of lower-end boulder Opal pendants and some loose gemstones. My thoughts were to find a distributor, return to Australia and supply. It soon became clear that the only way to control my sales success was to be my own distributor. I found myself mostly interested in the sale of the loose Opals. It was the 70 s , and all the beachside towns in California were full of young designers making their start in the creative counter-culture world. I sourced my Opals from Australian miners and started knocking on doors and opening my bag of treasures.

At first I limited myself to areas I could drive in a day, and eventually started traveling on eight-week trips around the entire country. As I met more customers and fellow gem dealers I added gem shows to my itinerary, exhibiting at many shows around the country. My first Tucson Show was in 1977 where I shared a room with friends and had one small showcase on the corner of a bed. Over the years I fine-tuned my travel and my shows traveling to areas and events that were the most profitable. It was not only a sales journey but a great learning

Below: 41.20 ct.
Mexican re Opal titled "The Rose" won 3rd place in the Phenomenal category at the 2013 AGTA Spectrum Awards ${ }^{\text {m }}$.

experience: learning about gems, people, and life.

In November 1989, I suffered the loss of my entire inventory and office in a robbery/fire that was a turning point in my life.

I moved back to Australia, living in Sydney and maintaining an office in San Francisco. I started buying rough Opal and set up a cutting shop in Sydney, cutting mostly boulder Opal to suit the needs of my designer customers. Through the 90s I traveled to and from the States several times a year calling on customers and doing the trade shows. With an expanding business it became difficult to handle all aspects of the Opal trade on my own.

In the late 90s I moved back to the U.S. full time. My association over the years with the renowned German firm of Emil Weis Opals led us to form DuftyWeis Opals, a U.S. Opal marketing company. This association strengthened my ability to provide a wider range of products in variety and price range to a wider array of clients from small designers to large manufacturers. With the backup support of mining and sourcing Opal worldwide, and a state-of-the-art cutting factory in Germany, I have been able to focus on my strengths of marketing and working with our customers to this day.
Who were your early mentors in the colored gemstone / jewelry trade? My father was my greatest mentor from a business point of view. All of his traits, in the way he conducted himself in business and personally, were second to none. He was a great role model for
"how to treat your customers" and "how to run your business." Rod Griffin taught me how to travel on the road on a budget and systematically find customers and build up a loyal clientele, whilst

We Are Proud \& Honored to Announce Our 2017 AGTA Spectrum Award Winners!

also keeping a good humor about the dead-ends. Barney Goff taught me about amazing traditional and obscure gemstones, cutting styles and expanded my vision in regard to design and possibilities. Norah Pierson was my first jewelry designer customer. She was an amazing person and great designer and took me under her wing in all matters regarding gemstones, jewelry, and life. Her favorite name for me was "Little Miss Button-Up." Barney and Norah were true friends all their lives and I miss them dearly.
What initially attracted you to AGTA? The idea that like-minded people, with an eye for the amazing and who had ethical business practices and values, could create an organization that would help to control our destiny and not be in the hands of people who did not have our best interests at heart.

What is your favorite variety of Opal? And why?
Boulder Opal from Queensland, Australia.The variety of intense and pastel colors, and the rock patterns, are truly inspirational. It can be very affordable for beginning designers and yet the finest gem quality boulder Opals are often so amazing they take your breath away just to look at them. When you hold them they are very calming and healing-especially the purple gemstones. I am just as passionate about them today as I was when I first saw them and it's still exciting to see the shared passion when a new client sees them for the first time.

During your activity and involvement in the jewelry industry, what changes to the trade have you witnessed? Also, how are you guiding your firm to meet today's challenges?
In the 70s, most towns had carriage trade jewelers, rock shops, and smaller designers who had a love for Opal and were willing to carry a nice selection. Most of these stores designed and made their own custom jewelry and used a wide selection of Opal. There was no internet so people had to have product to show their customers and, in turn, they had to see the product physically in order to buy, so it was important to travel to the client. Much less business was done over the phone, and if customers wanted to see a selec-
tion of gemstones, you had to ship a large selection registered mail which could take up to a week one way and would tie up a lot of your inventory.

Technology changed everything. At first computer programs specific to the jewelry industry emerged. Many of the carriage trade stores would review their product sales and, no surprise, would find their greatest sales were in Diamonds. They would reduce the colored stone purchasing based on performance. They did not factor in the excitement for customers of seeing new designs and rare gemstones in their cases. Unusual jewelry would be a reason to visit the store even if it wasn't always what the customer bought. At the same time, many retail stores changed from traditional jewelers who sourced their own product and made their own jewelry to merchandisers who buy and sell finished product. Selling on the road became more difficult with stores that used color being harder to find and less quantity being purchased.

I had always added art fairs to my travel agenda as it was a good place to find designers using Opals and it was a fun thing to do on weekends when I couldn't make traditional appointments. For many years those sales were a solid portion of my business. Everything cycles and many art fair vendors are aging, as am I, and their customers are aging. And we are all asking: where can we go now?

The nature of our business changed because we had to find the designers and manufacturers who supplied the stores who were no longer making their own jewelry. At this point technology, which I always loved, became my friend. The ability to communicate inexpensively, first through phone and fax, then e-mail and website with online photography, gave us the versatility to send photos for preselecting instead of the actual gemstones. Overnight shipping changed the time goods were out with customers, and being able to preselect increased the odds of a sale for everyone. The costs and uncertainty of traveling on the road in such a vast country were removed and we have access to

more jewelers using Opal and they have more access to us and everything we can offer. We still travel to see our customers who need to spend time reviewing all the Opal choices, and we exhibit at The Tucson Show and Las Vegas JCKwith AGTA of course.

We are aware of the benefits of social media and perhaps have not used it as much as we should. Opal is popular, and we are very busy in the office, so at this time we probably won't add too much social media in as we don't have time to post on the "Twitter" feed. We are continually learning about the fast developing changes, trying to stay young in thought and stay in touch with fellow members in professional associations such as AGTA, AGS \& WJA. We are always open to possibilities.
Please share your thoughts on responsible sourcing and social responsibility in the colored gemstone industry.
In my lifetime I have always tried to deal with reputable and socially responsible people at the source. As most of our stone supplies have involved Australian Opal, the mining laws of Australia protect the environment and the labor laws protect the workers. In other countries that don't offer these protections I believe it's important that people make a fair wage and that people and the environment are safe.

Tell us about your firm today. What does a typical day look like for you? We all have to have multiple skills and the ability to work closely together. We process orders mostly through e-mail and sometimes with phone conversations. Some orders are completed with stock-on-hand but many orders require special cutting which is completed in Germany and shipped to us weekly. We process orders as soon as they arrive, and ship daily. We receive customer memorandum returns or e-mails indicating purchase of goods, so invoicing and inventorying returns occurs daily. I organize sales trips and trade shows. In between our daily routine activities, if there is an infrequent lull, we photograph gemstones for the website. Our offices are located in our own Vic-torian-era building in the historic
district of Maysville, Kentucky. On rare occasions we have time to go out for lunch to restaurants within walking distance. Most days, however, we find are full of activity in the office until closing time. I've always preferred to operate in small towns that have easy access to the Post Office, Fed Ex drops, banks and other services and stress free travel.
What could you not go a day without? The knowledge that I have loyal and loving friends, family and co-workers who are always there for me.
Who works with you in the office? In the U.S. office, Brianna shares all office duties with me. She takes great pride in doing everything well and has taken a greater role in communicating with customers. It's really a joy to see her growth and dedication to this business. Dawn works a few hours a week. She's a great communicator; works with the slow paying clients; keeps our order board straight and follows up on outstanding memos. My son Matti is also part-time. He handles any graphic needs we have; designs our show e-mails and website graphics; and works in sales at trade shows. My husband Jim is retired and, while he keeps a busy schedule of his own, he never fails to handle all of our daily courier service needs with mail, shipping, and banking and enjoys keeping us entertained in the office and at trade shows.

In the office in Germany the principals are Juergen, Karin, Tanja, and Michael. Juergen runs the worldwide operations, mining, and selection and purchasing of rough Opal. Michael, who is a master cutter, runs the cutting facility. While there is a large team in the office in Germany who facilitate the cutting and shipping of the finished product to me in the U.S. and elsewhere around the world, it is Juergen, Tanja, and Michael who are regularly with me in the U.S. at trade shows and traveling with me to visit our clients.

What has your membership with the AGTA meant for/to you? How has your association with AGTA affected your business?


Above: Pair of black Opals (17.61 ctw.), titled "Tears of the Gods" won 3rd place in Pairs \& Suites categoryat the 2017 ACTA Spectrum Awards." Below: 41.20 ct. Mexican fire Opal titled "The Rose" won 3rd place in the Phenomenal category at the 2013 AGTA Spectrum Awards ${ }^{m \mathrm{~m}}$.

The opportunity to share ideas and product with other reputable gemstone dealers. Professional exhibition venues, well coordinated with the ability to rely on the same knowledgeable staff at each event. Group advertising and constant outreach to the jewelry community to promote working with AGTA members. The opportunity to learn from well-researched materials and speakers at conventions.

Being an AGTA member attracts customers who are looking for reliable and long-time suppliers with quality product. This is the essence of our company and AGTA brings the right clientele to us.

Whom have you admired in the colored gemstone industry?
Laurie and Simon Watt of Mayer and Watt, and Betty Sue King of King's Ransom, for their commitment to fine and extraordinary gemstones and Pearls, and their lifelong, honest friendship and encouragement through the years. Bill Heher of Rare Earth Mining who has an amazing eye for color, shapes and an ability to create objects for designers out of all that nature provides.
What advice do you have for a "new" gem dealer just starting out?
Acquire gemstones that you love even if they cost a little more than you want to pay. If you love them, someone else will, and if they don't sell in a timely fashion, you won't feel discouraged if they are sitting in your safe. Seek gemstones that are well priced that you can sell at a decent profit if you know you have existing customers who need them even if they aren't your ideal choice.

Build a community of other ethical gem dealers with whom you can discuss issues unique to our industry and share credit advice concerning mutual customers. Try not to give too much credit, and, if it's necessary, use JBT and trust your gut instinct.
You will have good years and bad. Monitor your overhead regularly to see where savings can be made so that during the bad years you don't suffer from extravagant decisions.

Always represent your product as truthfully as you know; good quality gemstones will always sell themselves.
What advice do you have for a "new" jewelry designer starting out?
Develop a marketing plan for the tier of the market you want to serve.

Design and sell your own jewelry whether it's one-of-a-kind or mass-produced.

Use colored gemstones to add profitability to your jewelry that's not connected to your labor cost. Gradually increase the value of the materials you are using to increase your profitability. Do not limit your thoughts to what a customer is willing to spend.

Develop good relationships with reliable suppliers. The more you support them the more they will support you.

You are a citizen of the world...... ...with the heart and soul of a smalltown girl What is your favorite city? Sydney, Australia. The harbors and beaches are a treasure trove of activities and great food.

Favorite hotel in the world and why? The Grand Hyatt Hotel, Kowloon, Hong Kong. Many fun memories of good times with friends and family when I exhibited at the Hong Kong Show.
All time favorite restaurant in the world? Rezaz Mediterranean Cuisine in Asheville, NC-every mouthful a culinary delight.
What is your favorite location in the world and why?
My little cottage on the Apple River in Amery, Wisconsin. I can slow down at the end of the day, sit on the deck, and meditate with a glass of wine while watching the wildlife play in my yard and in the water.
What is your favorite quote to live by? "Jump into the universe." Robyn Dufty.
Tell us something about you that no one knows but you have always wanted to share!
Long gone are the days of being "Little Miss Button-Up." I'm an open book; there is nothing about me that someone out there in the universe doesn't know. $\because \because$ By David Barker, GG; Membership \& Education Manager

# ONE THING UNITES US: COLOR 2017 AGTA SPECTRUM AWARDS ${ }^{\text {™ }}$ JUDGES 

"This is a power-packed group of judges," said Douglas K. Hucker, AGTA CEO. "With years of expertise in color, design, craftsmanship and retail, these judges will absolutely provide us with a stellar collection of winners this year!" The 2017 AGTA Spectrum Awards ${ }^{\text {TM }}$ took place in August.

The AGTA Spectrum Awards ${ }^{\text {TM }}$ are the world's premier colored gemstone and cultured Pearl jewelry design competition with categories in Bridal Wear, Business Day Wear, Classical, Evening Wear, and

Men's Wear. AGTA Spectrum Awards ${ }^{\text {TM }}$ also feature the Platinum Honors ${ }^{\mathrm{TM}}$, sponsored by Platinum Guild International, and the Gem DIVA Awards ${ }^{\text {TM }}$, sponsored by the Women's Jewelry Association (WJA). The AGTA Cutting Edge Awards ${ }^{\text {TM }}$ honor loose, colored gemstones in everything from Classic Gemstones to one-of-a-kind Carvings, Pairs, and Suites, as well as Objects of Art. The competition is open to U.S. and Canadian designers and cutters.

Meet the 2017 AGTA Spectrum Awards ${ }^{\mathrm{TM}}$ Judges.


## Arun Bohra. Arunashi

A native of Jaipur, India, Arun Bohra was destined to design and make jewelry. He is the eighth generation of a family that has been in the jewelry business since 1841, creating exquisite, elaborately detailed pieces for Indian royalty. Arun draws on the rich heritage of both his family and his culture in creating his own signature line: Arunashi.

Arun began his professional career as a gemstone dealer, where he enjoyed the challenge of finding rare, beautiful gemstones, which laid the foundation for his profound knowledge of the jewelry industry. In 2004, Arun and his wife, Ashita, combined their names, talents and experience to create their own line of jewelry. Arunashi is a bold, innovative line of luxury jewelry. The collection fuses the finest technical achievements with opulence and sophistication.

Unexpected mediums, highly articulated metal work, and an infusion of color gloriously expressed in rare gems are the signature elements of Arunashi. Arun is very passionate about design, and

approaches jewelry as art. Each Arunashi piece embodies gemstones of exceptional quality and the finest craftsmanship, and weaves together art and fantasy, tradition and innovation, drama and subtlety, bringing a fresh voice to an antique craft. All the pieces are one-of-a-kind, and Arun's work has limited distribution through a handful of retailers around the world. Each account is carefully selected based on a shared passion and philosophy.

## Cathy Calhoun, Calhoun Jewelers

Cathy Calhoun found her way into the jewelry business in an unusual way. A friend of hers fell ill, and she temporarily took over his store while he recovered. And the rest is history! With a background in business and finance from Temple University, Calhoun continued her education at the Gemological Institute of America and the American Gem Society. Calhoun Jewelers, formerly Zenker Jewelers, is proud to be the Royersford, Pennsylvania area's best and largest name in fine jewelry since 1951.

## AGTA Spec Trum Award 2017 Winner

JCK/AGTA Las Vegas booth 130 | GJX booth 1223 |
Hongkong CEC International Premier Pavillion Booth 3C704
Bahrain Jewellery Arabia

## Toratime ©



By Garaline Ch/earaume
2129977838 | bijoux@carolinec.com | www.carolinec.com

Calhoun brings an unmatched passion and knowledge to Calhoun Jewelers with years of experience with fine jewelry, as well as custom design, estate jewelry and repairs. In addition to serving as a long-time board member, and president of the American Gem Society (2010-2012), she is proud to have been the Pennsylvania Jeweler of the Year (2009). She serves on the Board of Directors for the Jewelers Mutual Insurance Company, Jewelers for Children, Diamond Empowerment Fund and Jewelers of America.

Calhoun is the recipient of many industry awards, including the 2014 WJA Award of Excellence (Retail Jeweler), and the inaugural Sallie Morton Award from the American Gem Society, which was given to the nominee whose vision and hard work are instrumental in helping the AGS grow its Guilds. Most recently, Calhoun was honored with the AGS's most prestigious award, the Robert M. Shipley Award, at the 2017 AGS Conclave. The award was in honor of her untiring commitment to the jewelry industry and her dedication and service to the American Gem Society.

Calhoun has a passion for giving back, and has hosted special events at Calhoun Jewelers benefiting the Wounded Warrior Project. Calhoun has been featured as a jewelry expert on Antiques Road Show, Good Morning America, World News Tonight, Travel Channel, CNN Money and HGTV's "If Walls Could Talk" and "You Live in What."

## Alishan Halebian, Alishan

Alishan Halebian is one of the most original artists creating and pursuing his own vision in jewelry. Being a self-taught goldsmith, his treatment of precious metals is masterly. Using sophisticated techniques, he creates seemingly weightless pieces, capturing metal's beauty in a luxe look with textures set to thrill and inspire.

Alishan's Armenian heritage brings the philosophies of two world cultures, East and West, together and they combine in a burst of creative style expression in his distinctive collections. His discerning clientele is attracted to his designs for their notably individual characteristics and emotions, confronting line and form. Contemporary designs, merged with classical art elements bring

exquisite style to his jewelry collection sold at the finest retail jewelry stores. Alishan's jewelry has been worn on the red carpet at awards ceremonies by celebrities, and his one-of-a-kind pieces have been exhibited in several museums and art galleries.

## Sherris Cottier Shank

Recognized as one of the world's most talented gemstone artists, Sherris has a unique gift for looking into the heart of each gem to find its hidden beauty and reveal it to the world. Sherris' gem sculptures have been sold at Christies in England and acquired by the Smithsonian Museum in Washington, D.C. She has nine AGTA Cutting Edge Awards ${ }^{\text {TM }}$ as well as an award from The Competition For The Advancement In Gemstone Engraving in Idar Obertstein, Germany. Her work is regularly featured in books and magazines, and she has spoken multiple times at AGTA, RJO, and AGS.

## Holly Wesche, Wesche Jewelers

Holly Wesche is the third generation of a jewelry family, and is the owner of Wesche Jewelers. She is a Graduate of the Gemological Institute of America and holds the advanced title of Certified Gemologist, an award of the American Gem Society. She is a Past President of the Florida Jewelers Association and was a Jewelers Education Foundation Speaker for several years. She currently serves on the Jewelers of America Board of Directors and is a Vice Chair of the JA Executive Committee.

Wesche Jewelers is Brevard County's largest independent jeweler with a professional staff that includes a Certified Gemologist, a Certified Gemologist Appraiser, two talented jewelry designers, and a master goldsmith. They also have a fully accredited gemological laboratory. In August 2007, Wesche Jewelers was featured as one of "America's Coolest Stores" by INSTORE magazine, a leading jewelry industry trade publication. Wesche Jewelers was one of the national winners of the 2007 Alfred P. Sloan Award for Business Excellence in Workplace Flexibility. In April 2007, Wesche Jewelers was listed as one of the 50 Most Influential Businesses in Brevard by Space Coast Business magazine. $\because \circ$

## AGTA SPECORUM AWARDS

## 2017

## ONE THING UNITES US COLOR

The 2017 AGTA Spectrum Awards ${ }^{\text {TM }}$ and AGTA Cutting Edge Awards ${ }^{\text {TM }}$ are a showcase of individual creativity featuring new and seasoned talent with an exciting mix of innovation and tradition.

These winners - and all our participants - help promote the beauty and appeal of colored gemstones and cultured pearls. We are proud to present this year's winning entries - and extend our most sincere congratulations!



Editors' Choice
Mark Loren Mark Loren Designs, Inc. 14K yellow and white gold earrings featuring polyhedral Agate druzy slices and green Tourmalines ( 7.0 ctw .), pinkTopaz ( 8.51 ctw .), Amethysts (2.24 ctw.) and Diamonds (. 08
ctw.).
B.

Fashion Forward Ardeshir Dabestani Asha Gallery, Ltd.
18K white and yellow gold "Solar Flare" back-drop necklace featuring a 436.0 ct .
Citrine accented with
Aquamarines (44.50
ctw.), yellow Beryls
(87.30 ctw.) and

Diamonds
(23.54 ctw.)
C.

Best Use of Color
Naomi Sarna
Naomi Sarna
Designs
18K and 24Kyellow and 18 K white gold maple leaf earrings featuring multicolored Diamonds, Sapphires and Garnets.


B.



## BEST OF...



## BEST OF...

E.

Best Use of Pearls
Naomi Sarna
Naomi Sarna
Designs
Freshwater cultured
Pearls strung with Sunstone beads with
an 18 K yellow gold and black rhodium clasp set with white pink and green Diamonds.


## GEM 2000

High Quality Single Stones, Matched Pairs, and Suites
BRIDAL WEAR

SPONSORED BY
A.

1st Place
Ricardo Basta
E. Eichberg, Inc.

18K white gold and rhodium "Double the Love" ring featuring a 12.62 ct . heart-shaped blue Zircon accented with a .75 ct . heart-shaped Diamond and Diamond pave
( 1.53 ctw.).
B.

2nd Place
WJA Gem DIVA ${ }^{\text {TM }}$
Award
Lindsay Jane
Lindsay Jane
Designs
Platinum "Butterfly"
earrings featuring detachable drops of boulder Opal (39.92
ctw.) accented with
Zoisites (2.10 ctw.),
Diamonds (1.02 ctw.)
and Paraiba Tourmalines
(. 10 ctw .).
C.

3rd Place Judy Evans Oliver and Espig Gallery of Fine Arts
Platinum and 18K yellow gold ring featuring a 15.3 mm South Sea golden cultured Pearl accented with white Diamonds ( 1.17 ctw.) and yellow Diamonds
( 1.12 ctw .)



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## BUSINESS / DAY WEAR

A.

1st Place
Adam Neeley Adam Neeley Fine Art Jewelry 18K rose and 14 K rose and white gold
"Cosmos" pendant featuring a 24.06 ct specialty-cut Morganite accented with Diamonds (3.14 ctw.)
B.

Platinum Honors ${ }^{\text {TM }}$
John Ford Lightning Ridge Collection by John Ford

Platinum bracelet featuring black Opals (24.02 ctw.) accented with Diamonds
(1.72 ctw.).



## BUSINESS / DAY WEAR

## C.

2nd Place Llyn Strong Ilyn strong fine art jewelry
Lapis Lazuli necklace (155.0 ctw.) featuring
an 18K yellow gold
clasp and a 30.90
ct. boulder Opal
accented with black
Diamonds (. 75 ctw.)
tsavorite Garnets (. 20
ctw.), Rubies (. 12
ctw.) and Sapphires
(. 07 ctw .).
D.

3rd Place
Mimi Favre
Mimi Favre Studio
Platinum "Waterdrop"
earrings featuring
detachable Tanzanite drops ( 25.50 ctw .) on
Sapphire studs (1.75
ctw.) with white
Sapphires (. 58 ctw .).


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# HOPKINS <br>  



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Black Opal
BoUlder Opal
CRYSTAL OPAL

## BUSINESS / DAY WEAR

E.

Entry Platinum
Innovation
Leon Mege
Leon Mege, Inc.
Platinum "La Petite" bracelet with nine ring charms featuring Rubies, Aquamarines Garnets, Amethysts Sapphires, Tourmalines and Spinels.
F.

Honorable
Mention
Robert Pelliccia J.R. Dunn Jewelers 18K yellow and white gold "DesertMoon" ring featuring a 13.03
ct. Moonstone cab-
ochon accented with
blue Sapphires (. 90 ctw.) and Diamonds
(. 95 ctw .).
G.

Honorable
Mention
Omi Privé
Somewhere In
The Rainbow
18K rose gold
"Le 'Elegance'" ring
featuring a red
Tourmaline accented
with Diamonds and
tsavorite Garnets.



## BUSINESS / DAY WEAR

## H.

Manufacturing Honors
Gregore Morin Gregore \& Jenni-fer-Rabe Jewelers 18K white gold and aluminum earrings featuring freshwater cultured Pearls (32.10 ctw.) accented with purple Garnets (12.98 ctw.)
I.

WJA Gem DIVA ${ }^{\text {TM }}$
Pam Harris
Lost Bird Designs 14K pink gold bracelet featuring an $8 \times 15 \mathrm{~mm}$ peach Moonstone, oval and marquise-cut Coral, Turquoise and black Diamonds


## Pint Peony Spinel Ring



WJA Gem Diva - Evening Wear

## Dallas © Prince Designs.

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## EVENING WEAR



## C.

3rd Place
Caroline
Chartouni
Caroline C
Platinum ring featuring
a 8.09 ct. oval pink
Sapphire accented
with round and pear
pink Sapphires (9.84
ctw.) and Diamonds
( 8.67 ctw .)
D.

Honorable
Mention
Victoria Tse
VTse, Inc.
18K white gold ring featuring a 33.41 ct. harlequin Australian black Opal accented with baguette Dia-
mond pave (6.54
ctw.) and Diamond
melee (2.11 ctw.)
E.

WJA Gem DIVA ${ }^{\text {TM }}$
Dallas Prince
Dallas Prince
Designs
14K white gold "Pink
Peony" ring featuring
multi-shades of pink
Spinels (12.93 ctw.)
accented with
Diamonds (1.45 ctw.)
EVENING WEAR
F.

Honorable
Mention Erica Courtney Erica Courtney, Inc.
18K yellow gold
"Genie" earrings featuring a pair of mint grossular Garnets
(5.22 ctw.)
accented with
Diamonds (5.69
ctw.) and mint grossular Garnets
(1.90 ctw.).
G.

Platinum Honors ${ }^{\text {TM }}$
John Ford
Lightning Ridge
Collection by
John Ford
Platinum earrings fea-
turing oval black Opals (11.70 ctw.) accented
with Diamonds ( 2.0 ctw .)


## EVENINGWEAR



## MEN'S WEAR

## A.

1st Place
Ricardo Basta
E. Eichberg, Inc.

18K yellow gold with black rhodium "Estrella" ring featuring a 7.50 ct. starburst trapiche Sapphire accented with black Diamonds (. 64 ctw.) and yel-
low Sapphire melee (. 52 ctw.).

## B.

2nd Place
Peter Schmid
French Designer Jeweler
18K rose gold and platinum ring featuring a 15.74 ct .
Garnet accented with a pink
Diamond, green Diamond and white Diamonds (. 04 ctw .).
C.

3rd Place
Dawn Muscio
D. Muscio Designs

18K yellow gold and stainless steel ring featuring a 4.39 ct .
emerald-cut green Tourmaline accented with Amethysts (. 06 ctw.) and Diamonds (. 05 ctw .).


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These exceptional designs beautifully demonstrate how well platinum, the world's most precious metal, complements brilliant colored gemstones.

1 / BRIDAL WEAR: ENTRY PLATINUM INNOVATION / Leon Mege
2 / BRIDAL WEAR: PLATINUM HONORS / Craig Slavens
3 / BUSINESS/DAY WEAR: ENTRY PLATINUM INNOVATION / Leon Mege


4 / BUSINESS/DAY WEAR: PLATINUM HONORS / John Ford
6/ CLASSICAL: PLATINUM HONORS / Michael Endlich
5 / GLASSICAL ENTRY PLATINUM INNOVATION / Robert Pelliccia

7 / BEST USE OF PLATINUM AND GOLOR / Eddie Sakamoto
8 / PLATINUM HONORS / John Ford
9 / MEN'S WEAR: PLATINUM HONORS AND HONORABLE MENTION / Randy Coffin

## MEN'S WEAR

D.

Honorable Mention
Llyn Strelau
Jewels by Design
18 K yellow and 19 K white gold "Man Cave" cufflinks featuring Octahedrite Meteorite carvings accented with blue Sapphires ( 1.55 ctw.) , yellow Sapphires ( 1.46 ctw .) and yellow Diamonds (. 75 ctw .).
E.

Manufacturing
Honors
Niveet Nagpal
Omi Privé
18K white gold with black rhodium ring featuring a 1.07 ct. emerald-cut Alexandrite accented with Diamonds (. 60 ctw .) and Alexandrites (. 08 ctw .)
D.

Platinum Honors ${ }^{T M}$ and
Honorable Mention
Randy Coffin
Coffin \& Trout Fine
Jewellers
Platinum ring featuring a 8.52 ct. cushion-cut violet

Spinel accented with red
Spinels (1.48 ctw.) and
Diamonds (. 27 ctw.) and inlaid
with Gibeon Meteorite.




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Tucson AGTA \#622

## CLASSIC GEMSTONES

A.

1st Place
David Nassi
100\% Natural, Ltd.
15.30 ct. unheated

Ceylon pink Sapphire.
B.

2nd Place
Allen Kleiman
A. Kleiman \& Co.
38.48 ct. unheated oval

Madagascan blue
Sapphire.
C.

3rd Place
Joseph Ambalu
Amba Gem Corp.
5.80 ct. untreated Co-

Iombian step-cut Emerald.
D.

Honorable Mention
Joseph Ambalu
Amba Gem Corp.
12.56 ct. unheated

Ceylon oval
Padparadscha Sapphire.

c.


## ALL OTHER FACETED

A.

1st Place
Brett Kosnar Beija Flor Wholesale
24.26 ct. round,

Portuguese-cut
Rhodochrosite.
B.

2nd Place
Ruben Bindra $B \& B$ Fine Gems
6.49 ct . square East African natural tsavorite Garnet.

## C.

3rd Place
Hemant Phophaliya A G Color, Inc.
22.15 ct. fancy-shaped Tanzanite, "Superman."
D.

Honorable Mention
Ruben Bindra
$B \& B$ Fine Gems
5.06 ct. triangular-cut natural Benitoite.




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## AGTA CUTTINGEDGE EM AWARDS

## PAIRS \& SUITES



# AGTA CUTTINGEDGE ${ }^{\text {tM }}$ AWARDS 

## INNOVATIVE FACETING

A.

1st Place
Christopher Wolfsberg Christopher Wolfsberg 32.75 ct. specialty-cut Quartz with Chrysoprase and Opal
B.

2nd Place
John Dyer
John Dyer \& Co.
21.58 ct. red Spinel
hexagon.
C.

3rd Place
John Dyer
John Dyer \& Co.
63.86 ct. specialty-cut Tourmaline.
D.

Honorable Mention Dalan Hargrave Jewels From The Woods
32.98 ct. specialty-cut Kunzite.




## AGTA CUTTINGEDGE AM AWARDS <br> CARVING



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WRITING TO HONOR Campbell Bridges is A humbling task considering the impact he had on our gem world for the past 50 years. Many knew Campbell, considered him a friend, even a close colleague. Campbell Bridges was a larger-thanlife figure, yet to a regular graduate gemologist or new student of gemology, he was an approachable, sharing individual, willing to take time to discuss colored gemstones. He was simply an exceptional individual who lived a life with few equals.

With this in mind, it is appropriate to begin this article with a quote about Campbell Bridges:
"I am reminded of how much we looked forward to his (and Judy's) "annual" visits to our department (at the Smithsonian) to show his latest finds and to share stories. He would immediately have all of us, including volunteers, and anyone else within earshot, in rapt attention as he described the past year's mining efforts and adventures with animals and such. It all sounded so exciting to those of us who more typically did our searching for gems in museum collections. The highlight was always experiencing his sincere joy as he unwrapped his latest tsavorite Garnet gems. He clearly loved each one and was thrilled to show them. "Jeffrey E. Post, Ph.D., Geologist, Chairman, Department of Mineral Sciences, Curator, National Gem and Mineral Collection, Smithsonian Institution, Washington, DC.

There is a great story of discovery that accompanies the history of tsavorite. It is the 50th anniversary of the original discovery by geologist, Campbell Bridges. Campbell Bridges, a Lifetime Member of the GIA Alumni Association, Founding Member of The International Colored Gemstone Association, founding Chairman of the Kenya Chamber of Mines, and owner of The Scorpion Mine which holds the record as the single largest producing tsavorite mine in the history of the world.
A Cape buffalo played an interesting role in the discovery of tsavorite Garnet. The Cape buffalo is certainly one of the most dangerous animals in Africa. Yet it is an animal held dear by the Bridges family. Originally, Campbell Bridges discovered tsavorite in 1961 in what, at the time, was known as Rhodesia, now Zimbabwe. He was working for the United Kingdom Atomic Energy Authority, performing geological research on the local beryllium deposits. Experts in the nuclear energy field felt beryllium would be the best liner material for nuclear reactors.

During this period in Zimbabwe, he observed an entire range of hills with geological characteristics quite unlike anything he had ever seen before. One weekend during his day off, Campbell began to prospect in that region of hills. To prospect, he often explored through the bush.

Obviously, when one prospects, one looks down. As he was examining the surrounding area, he became aware of a steep ravine by his side. At that moment a
large Cape buffalo charged out of the bush. Campbell literally leaped into the steep ravine to save his life. Thankfully the ravine was there, and luckily for him, the ravine was too steep for the Cape buffalo to go in after its intended target.

Campbell proceeded on his way, walking along the bottom of the ravine. All the while, the buffalo was following along the top of the ridge. The buffalo eventually went on its way. At this point, Campbell continued walking along the bottom of the ravine and recommenced his prospecting.

Eventually, he came to the range of hills with the unique geology. Here he saw flashing green glint in the sunlight that was not like anything he'd ever seen before. He carefully removed and stored samples of this puzzling green material. This was indeed the first time Campbell Bridges came into contact with tsavorite. Those samples are still with the family to this day.

Around this same time, the United Kingdom Energy Authority shut the beryllium project down and Campbell left the project. Interestingly enough, and millions of pounds of processing later, the scientists learned that stainless steel would work just as well for lining a reactor, and beryllium use for this purpose was abandoned.


Campbell didn't have a chance to investigate further or develop the area for tsavorite.

It was years later, in 1967, when Campbell found himself in Tanzania. It was here that Campbell Bridges saw a range of hills near the village of Komolo, Tanzania very similar to what he had seen in Zimbabwe in 1961. Seeing the exact same geology near Komolo inspired him to investigate because he never had the chance to finalize his investigations on the discovery he made six years prior. What he discovered in 1967 was the first known discovery of the tsavorite Garnet.


Campbell Bridges was the first man to bring Tanzanite to the United States. In early 1967, he brought samples of a blue gemstone, bought in Tanzania, that had been represented and sold to him as blue Sapphire. But Campbell had noticed the trichroism and the comparative softness, at about 6-1/2 hardness. He suspected it was a blue Zoisite, a gem material that had never been seen before.

In that same year, he and his wife, Judith, came to New York. Their first stop was the Gemological Institute of America (G.I.A.) where he showed Bert Krashes and G. Robert "Bob" Crowningshield, senior staff members at the Institute, these new samples and asked, "Have you seen anything like this before?" To which they replied, "No, we have never seen anything like this. Let's test it and find out exactly what it is." They did indeed test it and found out that it was blue Zoisite.

At that point, Bridges went to Henry B. Platt at Tiffany \& Co. at the time vice president, and showed him the samples that he had shown to Crowningshield and Krashes. Mr Platt said, "This is a wonderful new find that could be a very strong Sapphire substitute at a far lower price point. This is very interesting to me. How much material do you feel is out there?" To which Campbell replied, "Well I'm not actually sure. It is a brand new discovery, but I will be going back to East Africa soon." To which Mr. Platt said,"Well, I am very interested. Once you go back, please liaise and tell me what you think we can do in the material."

Mr. Platt suggested that Campbell take the material to Dr. Paul Desautels, Curator of Gems and Minerals in the Department of Mineral Sciences of the U.S. National Museum of Natural History, Smithsonian Institution in Washington, DC. Upon examination, Dr. Desautels said, "I've never seen anything like that before." and continued, "I'd like to acquire them for the collection." It is thought these original samples from Campbell Bridges are still archived at the Smithsonian.

Campbell traveled back to Tanzania. He then called Mr. Platt and said, "Well, Harry, I think that we can do big things in Tanzanite as the Tanzanite production is in full stream." Mr. Platt then brought Campbell on as an official consultant for Tiffany \& Co. on Tanzanite. After working on the project for some time, the Tanzanian government broke the agreement with Tiffany \& Co.. Unfortunately, the agreement and relationship were disbanded.

It was, however, that original relationship which made it a natural fit for Campbell to then go back to Mr. Platt with his own discovery of tsavorite. It is said that Platt's initial comments on tsavorite were,"This gem is everything a fine gemstone should be and then some."

When it came to discussing marketing the gemstone, Mr. Platt said, "You know, Campbell, this is a wonderful discovery you have, but I don't know if the public will be overly keen on green grossular Garnet! How do we market green grossular Garnet? We need a more attractive name than that."

Mr. Platt asked Campbell, "Are there any locations in the area that have attractive names to you?" Campbell said,"Well, you know, I officially discovered tsavorite in 1967 in Tanzania. However, I had to leave Tanzania
in 1970 due to the nationalization of the mines when Julius Nyerere came to power."

With a stroke of geological genius, Campbell Bridges was able to trace the tsavorite strike from Tanzania in '67 to Kenya in 1970. He used a lot of aerial footage and traced the line into Kenya and is credited with the first discovery of tsavorite in Kenya in 1970. Campbell's mining operation in Kenya began in 1971.

Campbell continued, "Well, Henry, since you know I discovered tsavorite in Tanzania, I would prefer to honor Kenya for taking me in and becoming my home. The country has been good to me. I would like to name this gem after the Tsavo National Park which is a very well-known national park, famous for its wildlife. It is very close to where I found tsavorite in Kenya Therefore, Tsavo" CIBJO had declared that all new discoveries should end with 'ite.' Hence, we adopted tsavorite. Of course, at the time, Judith Bridges had a different idea for tsavorite. She already had a slogan made up for it. Judith wanted to name it after her husband since he discovered
this gemstone. Judith proudly said, "Well, why don't we call it Campbellite." She continued, "I even have a slogan, 'Have a Campbellite by Candlelight'"-a nice romantic slogan!
"Campbell Bridges was truly a legend that was well known in gemology circles in every corner of the world. He represented the spirit of the exploration geologist/gemologist, especially in East Africa where he discovered, then brought East African gemstones to the attention of the world." Peter Keller, President, Bowers Museum, Santa Ana, California and author of "Gemstones of East Africa."

While the discovery of tsavorite celebrates fifty years, the excitement and interest in tsavorite accelerates more in gems and jewelry every day. Campbell Bridges spoke to the adventurer in us all. The discoveries of this internationally renowned geologist and gem miner will continue to fascinate and captivate the imaginations of generations to come. $\because \because$ By David M Baker, G. G., Membership and Education Manager


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[^1]Above: Emerald-cut watermelon Tourmaline from AGTA Member
Kimberly Collins
Colored Gems
Right: Watermelon
Tourmalines from AGTA
Member, Vista Gems USA, Inc.


The Trends in


he 2017 AGTA GemFair ${ }^{\text {TM }}$ at the JCK Las Vegas Show made me feel a little like Dorothy when her house landed in Technicolor in The Wizard of Oz. The overall trend from the show is towards vibrant and bold hues filled with an exuberance which moves away from the comfort zone of more tonal gradations, pastels and pops of color here and there. "Somewhere over the rainbow" doesn't even begin to capture all the different shades and permutations we are seeing for 2017/2018.

This feeling began a few seasons ago, but is now moving into a whole new realm of multi-color gems in often unexpected combinations. This has resulted in three major directions:

## Mixing It Up

This trend focuses on a range of different combinations. One of the main directions features the bicolor natural occurrence in gems which takes place when they are formed in the earth. These include watermelon

Tourmalines (which have become more popular than ever) and the rugged, rose cut Tanzanites, which have an ombre blue/green effect. There are also the diverse palettes of Sapphires and Tourmalines, which are being mixed to the max. We are also seeing combinations of red Spinels with Mandarin Garnets, or effervescent contrasts like rubellite Tourmalines with Paraiba Tourmalines, or vibrant pink and yellow Sapphires with vivid Tanzanite. You can take these combinations even further, adding a total of five or six different hues to the palette. It's an artistic time when it comes to gems-a time when we are looking at happy colors to liven our spirits. Other gems that fall into this category include Hessonite or spessartite Garnet with Peridot, Iolite or Amethyst and rhodolite Garnet. There is also a tendency to mix opaque and translucent stones such as Turquoise with Rubies, Lapis with pink, lavender or green Sapphires. The changing colors of fire Opals continue to enchant as does the magic of rainbow Moonstones and, of course, the rare changeability of Alexandrite.


Top center clockwise: Pear-shaped cabochon blue Moonstones from AGTAMember, Blue Moon Enterprises Variety of cuts and colors of Sapphires from AGTA Member, SPB Gems, Inc./SPB Creations: Boulder Opals from ACTAMember
Bill Gangi Multisensory Arts: Mixed Ethiopian Opals from ACTA Member, Lee Collins Gems.

It's A Natural
Gemstones that come out of the ground with patterns that Mother Nature created have surpassed the amazing tree and landscape formations of dendritic and moss Agate that we continue to see and which continue to entrance us. The trend in this type of gem going forward falls into two categories: more rough hewn, such as natural surface Lapis, rainbow Hematite or polished irregular shapes and the small artwork that appears in boulder Opals and newer, irregular polished, rough Paraiba
Opals. Maw Sit Sit is another one of nature's bounties and is close in color to Jadeite. It was named after the village where it was discovered in Northern Burma in 1963 by gemologist Dr. Edward J. Gübelin. It has natural black striations and is quite beautiful when paired with different high-grade pinkish-purple, or blue gemstones.

Perhaps the most interesting of all of the gemstones I saw that

formed patterns in the earth were trapiche Emeralds which jumped right out of the case."Trapiche, in Spanish, means sugar mill," says Laurie Watt of Mayer \& Watt. "The wagons that carried the sugar had wheels with spokes, so when the Columbians discovered these, they immediately thought of these wheels, hence the name." She continues, "Trapiches are natural Emeralds and are formed during the growth of the beryl's crystal. The radial, or six-point star, pattern is formed when black carbon impurities fill in the Emerald's crystal junction and the outer star points are colorless beryl."

The Bold and The Beautiful Large, juicy, top-quality cabochons with their smooth curved surfaces and domed tops were also out in full force at the show and they looked good enough to eat-although I'd prefer to wear them. With the return of the statement and one-of-a-kind pieces in designer and fine jewelry, these gem-quality gemstones are returning to the market in all shapes and sizes. There is an emphasis on ovals and cushion cuts. and the more unique sugar loaf which is rare in the world of cutting and comes to a rounded point at the top like a mountain. These cabochons include Tourmalines and much of Garnet
family of Hessonite, rhodolite and tsavorite Garnet, to name just a few. They are also in top form when cut into ultra-fine quality blue Moonstone, Tanzanite, Ruby, Sapphire and Emerald. Cabochons work best for bolder rings and pendant necklaces in the larger sizes.
It is a season of painterly palettes, pop colors, playing

with combinations and contrasts and working with gemstones that provide the inspiration for limited edition, one-of-a-kind jewelry that makes a woman feel as special and unique as the magical gemstones she is wearing. $\because \because$ By Beth Bernstein


# Beautifully faceted gems in magnificent colors 



# A F F I L I A T E M E M B E R P R O F L E <br> KEVIN L. PUGH: PUGH'S DESIGNER JEWELERS 



XT hile walking around the AGTA GemFair ${ }^{\text {rim }}$ Tucson, you may meet a confident, yet humble, gentleman moving through the crowds. Kevin Pugh, the Member of Record for Pugh's Designer Jewelers, is well respected in his community and has paid his dues in the jewelry industry.

Will you share about yourself-where you grew up, and your family today? I grew up in Zanesville, Ohio, the fourth of five children. I have seven children and 12 grandchildren at the moment.
Tell us the fascinating story of how you got your start in the jewelry industry. My father was a local watchmaker/Registered Jeweler in a small, full-service AGS store. I began at age 15 , building and engraving trophies. I learned to size rings, set gemstones, and do general repairs during high school. In my freshman year of college, the store was growing and I was needed to run the shop. So I quit school and never looked back.

Tell us about your journey from your beginning in the jewelry business to today. Where you trained as a jeweler, etc.?
I had little formal training in jewelry repair and construction methods, but I had the freedom to try new techniques, and I have always lived by the motto "the impossible just takes longer." A plaque in front of my bench, visible to the public, reads "Those who say it cannot be done should not interrupt the person who is doing it."

I attended seminars at AGS events and at jewelry shows, as well as numerous talks given at the annual Tucson show over 20+ years. In 1990, I attended a week-long hand engraving seminar at GRS headquarters in Kansas-one of the smartest things I've ever done. I have a fairly large library of jewelry making books I refer to.
Who are custom jewelers you admire and respect?
Along the way I have maintained communication with a few other journeyman gold-smiths that I call from time to time. Timothy La Prairie, from Michigan, and Robert DuFault, from Chicago, are not well known, but do extraordinary work.
Tell us more about the person who introduced you to the jewelry industry and about your love for colored gemstones.
We always carried a sizable amount of color in our store, so it was natural to gravitate towards the better and more unusual gems. In Tucson, we bought colored gemstones from Michael Dyber, David Brackna, Bernd Munsteiner, Sherris Cottier Shenk to name a few. I soon acquired many more gemstones than I could mount, so now my customers have a lot to choose from when we are designing a custom piece.

Who were your early mentors in the colored gemstone / jewelry trade?
I have never really followed other jewelers, but I have been influenced more by the gem cutters, as their cutting configurations direct my designs to complement their unique shapes.
What initially attracted you to AGTA? I heard that some guys in pickup trucks were having a swap meet in the desert where it was warm in February, and I was

Below: Brooch
convertible to pendant featuring blue Sapphires and Diamonds


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Please share your thoughts on responsible sourcing and social responsibility in the colored gemstone industry. We try very hard to buy all our gemstones from reputable sources that have earned our trust. We will turn down offers that are "too good to be true" rather than chance supporting illegal or immoral activities.

## Tell us about

 Pugh's Designer Jewelers today. Who works with you in your store? We have three
reading Prism magazine.

What is your favorite colored gemstone "Tucson Story"? I bought a bi-color Sapphire, $8 \times 6$ oval, from Dudley Blauwet at the Tucson show. It was a strong yellow on one end,
 and a strong blue on the other, with nice separation. A lady walked into my store and told me she had just lost her husband and that he had never bought her jewelry. But on his death bed, he asked her to
employees, as well as a goldsmith, and myself. We have several bridal lines and a fair amount of colored gemstones mounted. We have a lot of loose colored gemstones after 40 years of buying. We are changing our marketing strategy to an omni-channeling model, calling for the balancing of brick and mortar, online and social media. We have developed a very strong reputation for custom design, hand fabrication, repairs, and antique restorations. I have lots of pictures of custom pieces on the walls of our store.

What has your membership in AGTA meant forlto you?
It has been natural for us to be associated with AGTA since we align closely with the ethical business practices AGTA promotes. Attendance at the yearly show, and attending many seminars there, has been a highlight of the year for us. The tapes of the seminars have been very useful, and the many contacts we have made here have been invaluable to us. We use the Source Directory, educational and promotional materials, and look forward to
promise him she would take some money and buy herself a ring since he knew he had neglected her love and dedication to him. I pulled out the bicolor Sapphire, set in a bypass mounting with a couple of small Diamonds set with it. She loved the ring, and I asked her what her birthstone was-she said Sapphire. I asked what his was and she said it was November (yellow/golden). We both shed a tear of thanksgiving.
You are a citizen of the world. What is your favorite city?
Large city is Toronto; very clean, international, and young. Small city is Estes Park Colorado and the surrounding mountains.
What is your favorite hotel?
Not a hotel. White Stallion Ranch north of Tucson, run by the finest people you will ever meet.
What is your favorite restaurant? Phil's Seafood in Zanesville, Ohio. Fresh seafood flown from the coast daily for 35+ years-second to none.

What was your best meal ever? A fresh seafood platter at a little restaurant on the Adriatic seacoast in Croatia with my wife.

Left Top: 18K white gold and palladium pendant featuring a Tanzanite accented with Diamonds. Left Bottom: 8 K white gold and palladium ring featuring a Tanzanite accented with Diamonds.

## Right Top:

 David Brackna cut this incredible fantasy-cut Ametrine pendant. Right Bottom: 18 K white gold and palladium earrings featuring Tanzanites accented with Diamonds.What is your favorite off-the-beatenpath destination?
Hiking in Shenandoah
National Park near Skyline Drive in Virginia.

Tell us something about yourself that most people don't know.
Many people can make custom jewelry. But listening carefully to my customers, asking the right questions, and then intuitively offering solutions that make their

eyes light up, makes the long hours at the bench worth it. This experience is only matched by the treasured moment when they first see their completed piece. My work becomes a part of their story, and often carries meaning far beyond a written description. $\because B y$ David M Baker, G. G., Membership and Education Manager


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