

AGTA GemFair™ LAS VEGAS



Guide to the 2008 AGTA GemFair™ Cultured Pearl & Jewelry Pavilion

at The JCK Show – Las Vegas | May 29 – June 2, 2008

JCK

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SHOW SCHEDULE

JA WINTER SHOW

TUSCON SHOWS:
G&LW - HOLIDOME
BOOTH #213 | 215 | 217

AGTA - GEMFAIR
BOOTH #1107

GJX - TUCSON
BOOTH #1032 | 1132

MJSA - New York

JCK - Las Vegas (AGTA Pavilion)

JA Summer Show

JA Special Delivery Show

Hong Kong Jewelry Show

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JCK - Las Vegas
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WELCOME



**AGTA GemFair™ Cultured Pearl & Jewelry Pavilion
At The JCK Show – Las Vegas 2008**

Jewelry professionals looking to stay on top of the current color trends cannot afford to miss the AGTA GemFair™ Cultured Pearl & Jewelry Pavilion at the JCK Show–Las Vegas. Located in the Venetian Resort Hotel & Casino Grand Ballroom adjacent to the Sand’s Convention Center, here, you will find over 220 exhibitors offering a comprehensive selection of natural colored gemstones, cultured pearls and colored gemstone jewelry that defines color trends.

Buy with CONFIDENCE

The AGTA is dedicated to maintaining the highest ethical standards amongst its members and within the industry; you can shop the AGTA GemFair™ Pavilion with complete confidence. It’s where you will find the natural colored gemstones, cultured pearls and jewelry that will drive sales.

The AGTA Pavilion Opens One Day Early!

The AGTA GemFair™ Pavilion opens and closes one day before the main JCK show. The AGTA GemFair™ Pavilion is open Thursday, May 29th through Monday, June 2nd, 2008. Hours are 10:00 am to 6:00 pm on May 29th and 9:00 am to 6:00 pm on May 30th – June 2nd.

On Thursday, May 29th, the AGTA GemFair™ Pavilion Will Feature “Gem Day”

- This is your opportunity to shop one day before the main JCK Show opens.
- First look at the best selection of colored gemstones, cultured pearls and colored gemstone jewelry setting the trends for the upcoming selling season.
- The AGTA GTC Mobile Laboratory provides fast and reliable service and is conveniently located in the AGTA GemFair™ Cultured Pearl & Jewelry Pavilion. The AGTA GTC Mobile Laboratory opens at 10:00 am on Thursday, May 29th.
- Seminars will be offered focusing on color and fashion presented by industry leaders on Wednesday, May 28th and Thursday, May 29th. Hear what’s new, what’s hot and what’s next for the jewelry industry!
- Complimentary coffee and danish while you shop, from 10:00 am –11:00 am.

The AGTA GemFair™ Pavilion Opens One Hour Early

Jumpstart your day by joining us at 9:00 am each morning (May 30th – June 2nd). This is your opportunity to shop early for the best selection of colored gemstones, cultured pearls and colored gemstone jewelry and enjoy a complimentary danish and cup of coffee.

AGTA GTC Mobile Laboratory Onsite

The AGTA Gemological Testing Center will have their portable lab facility onsite providing colored gemstone identification services. Services will include gemstone identification, gemstone origin determination, Tanzanite Grading Reports and more. AGTA GTC reports serve as a powerful sales tool for closing colored gemstone jewelry sales.

The AGTA GemFair™ Cultured Pearl & Jewelry Pavilion is your one-stop resource for natural colored gemstones, cultured pearls and designer jewelry. Come see us Thursday, May 29th through Tuesday, June 2, 2008!

*Douglas K. Hucker
Chief Executive Officer
American Gem Trade Association*

AGTA

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AGTA GemFair™ LAS VEGAS



- 6 Welcome Letter
- 8 Registration Schedule
- 12 Show Events At-A-Glance
- 16 Networking Events
- 20 Conference At-A-Glance
- 22 Conference Programs
- 32 Floor Plan
- 34 Alphabetical Exhibitor List
- 36 Exhibitor Profiles
- 46 Product Preview
- 50 Advertisers Index

		JCK LAS VEGAS	AGTA GemFair™
		Sands Expo & Convention Center/ Venetian Resort Hotel & Casino	Venetian Resort Hotel & Casino Venetian Ballroom, Level 2
REGISTRATION HOURS		SHOW HOURS	SHOW HOURS
Wednesday, May 28	7 am – 5 pm	9 am – 4 pm Conference Program	Closed
Thursday, May 29	7 am – 5 pm	9 am – 4 pm Conference Program	10 am – 6 pm Exhibit
Friday, May 30	7 am – 6 pm	10 am – 6 pm Exhibit	9 am – 6 pm Exhibit
Saturday, May 31	8 am – 6 pm	10 am – 6 pm Exhibit	9 am – 6 pm Exhibit
Sunday, April 1	8 am – 6 pm	10 am – 6 pm Exhibit	9 am – 6 pm Exhibit
Monday, April 2	8 am – 6 pm	10 am – 6 pm Exhibit	9 am – 6 pm Exhibit
Tuesday, April 3	8 am – 2 pm	10 am – 4 pm Exhibit	Closed

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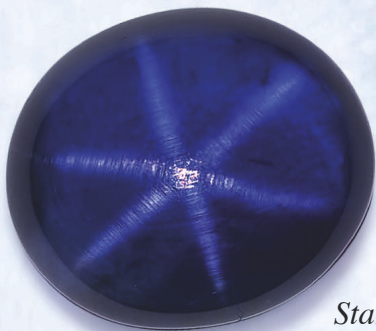
Spessartite Garnet
23.43 ct



Aquamarine
18.20 ct



Paraiba Tourmaline
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Star Sapphire
14.60 ct



Mint Garnet
30.02 ct

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SHOW EVENTS AT-A-GLANCE

WEDNESDAY, MAY 28	PROGRAM EVENT	LOCATION
7 am – 5 pm	Registration	Sands/Venetian
9 am – 12 pm	GIA Seminar: Identifying Diamond Treatments	Toscana Ballroom 3609, Level 3, Venetian
9 am – 4 pm	Conference Program	Zeno Ballroom, Level 4, Venetian
1:30 am – 4:30 pm	GIA Seminar: Identifying Ruby, Sapphire and Emerald Lab	Toscana Ballroom 3609, Level 3, Venetian
THURSDAY, MAY 29		
7 am – 5 pm	Registration	Sands/Venetian
9 am – 4 pm	Conference Program	Zeno Ballroom, Level 4, Venetian
10 am – 6 pm	AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open	Venetian Ballroom, Level 2, Venetian
FRIDAY, MAY 30		
7 am – 6 pm	Registration	Sands/Venetian
8:30 am – 9:45 am	Keynote Breakfast: Russell Simmons	Delfino Ballroom, Level 4, Venetian
9 am – 6 pm	AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open	Venetian Ballroom, Level 2, Venetian
10 am – 6 pm	JCK Exhibit Hall Open	Sands/Venetian
10 am – 6 pm	At the Bench Live	ETS Pavilion, Level 1, Venetian, Rear of Galileo
6 pm – 8 pm	Condé Nast Bridal Media and Frederick Goldman, Inc. Event <i>(by invitation only)</i>	TAO Nightclub, Venetian
SATURDAY, MAY 31		
7 pm – 10 pm	JCK Welcome Reception, Fashion Show and Product Preview	Augustus Ballroom, Caesars Palace
8 am – 6 pm	Registration	Sands/Venetian
8:30 am – 9:45 am	JA Executive Roundtable Discussion "Retailer Supplier Relationships, Changing Expectations"	Delfino Ballroom, Level 4, Venetian
9 am – 6 pm	AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open	Venetian Ballroom, Level 2, Venetian
10 am – 6 pm	JCK Exhibit Hall Open	Sands/Venetian
10 am – 6 pm	At the Bench Live	ETS Pavilion, Level 1, Venetian, Rear of Galileo
12 pm – 1:15 pm	Keynote Address: Shane Decker	Delfino Ballroom, Level 4, Venetian, Rear of Galileo
6 pm – 8 pm	CJA Event: Champagne Reception (RSVP to 213-623-5722)	Lando Ballroom, Room 4302, Level 4, Venetian
7 pm – 10 pm	Plumb Club Event <i>(by invitation only)</i>	Augustus Ballroom, Caesars Palace

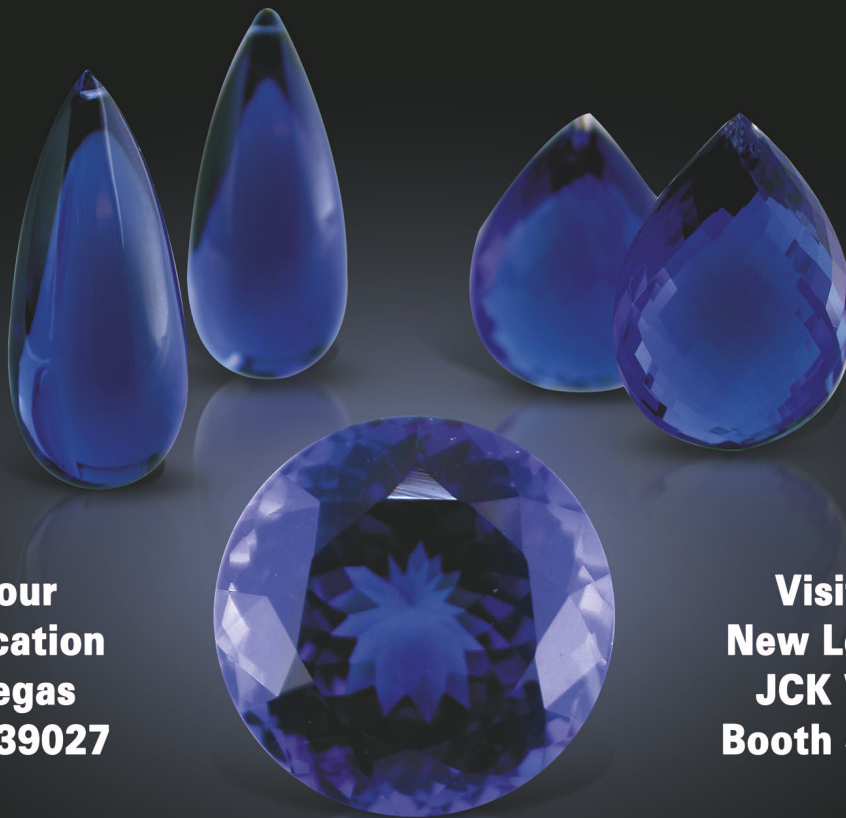


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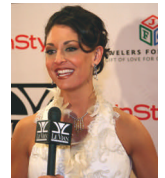


GJX Tucson • Hong Kong Show - March • Baselworld • AGTA, Las Vegas • JCK, Las Vegas
JA NY - July • Hong Kong Fair - Sept. • JIS, Miami - Oct. • JA NY - Jan. & Oct. • Macau - Jan. 2008



SHOW EVENTS AT-A-GLANCE

SUNDAY, JUNE 1	PROGRAM EVENT	LOCATION
8 am – 6 pm	Registration	Sands/Venetian
9 am	NCDIA Breakfast Event	Lando Ballroom, Room 4302, Level 4, Venetian
9 am – 6 pm	AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open	Venetian Ballroom, Level 2, Venetian
9:15 am – 10:15 am	The Tanzanite Quality Scale™	Marcello Ballroom, Level 4, Venetian
10 am – 6 pm	JCK Exhibit Hall Open	Sands/Venetian
10 am – 6 pm	At the Bench Live	ETS Pavilion, Level 1, Venetian, Rear of Galileo
12 pm – 1:15 pm	Special Event Luncheon: Innovative Shopping Experiences and the Gabrielle Diamond	Lando Ballroom, Room 4302, Level 4, Venetian
2:30 pm – 3:15 pm	Design Center Top 50 Retailer Awards	Design Center, Level 2, Sands
4:00 pm Cocktails 6:00 pm Fashion Show	Le Vian® Red Carpet Revue 2009 "In Style" and Le Vian® come together as they forecast the 2009 fashions and fine jewelry trends at Le Vian®'s Red Carpet Revue 2009. We invite YOU to walk the Red Carpet with us at this must see celebrity-studded fashion show event that will benefit Jewelers for Children Charities. Guests will judge the "Le Vian® 2008 Design Competition." For tickets or to enter the competition, call 877-2LEVIAN or e-mail fashionshow@levian.com .	Toscana Ballroom, Room 3610, Level 3, Venetian
6:30 pm – 10 pm	Jewelers for Children 10th Anniversary Facets of Hope Dinner	Palazzo Ballroom, Level 5, Venetian
MONDAY, JUNE 2		
8 am – 6 pm	Registration	Sands/Venetian
8 am – 5 pm	Keynote Address: Rapaport Breakfast and Sessions	Delfino Ballroom, Level 4, Venetian
9 am – 6 pm	AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open	Venetian Ballroom, Level 2, Venetian
10 am – 6 pm	JCK Exhibit Hall Open	Sands/Venetian
10 am – 6 pm	At the Bench Live	ETS Pavilion, Level 1, Venetian, Rear of Galileo
6 pm – 8 pm	WJA Diva Awards	TAO Asian Bistro, Venetian
TUESDAY, JUNE 3		
8 am – 2 pm	Registration	Sands/Venetian
10 am – 4 pm	JCK Exhibit Hall Open	Sands/Venetian
1 pm	Design Center Raffle Drawing	Design Center, Level 2, Sands



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See us at: Tucson GJX # 1108 to 1110 & AGTA # 1722 • Las Vegas GLDA # 441 - 444 & JCK (AGTA) # 34006 • Sept. Hong Kong Show Hall 7 # 7A19 & 7A21



NETWORKING EVENTS

JCK WELCOME RECEPTION AND FASHION SHOW *OPEN TO ALL JCK AND AGTA BADGEHOLDERS*

Friday, May 30, 7 pm – 10 pm

Augustus Ballroom, Caesars Palace

Enjoy cocktails and light hors d'œuvres with the JCK community as you take in the sights of the finest jewelry lines and new designs on the runway. Browse new products showcased throughout the reception including our Design Center section where you'll spot new trends and the hottest jewelry designs. Be sure to check out the 2008 JCK Jewelers Choice Award Winners display.

CJA EVENT: CHAMPAGNE RECEPTION



Saturday, May 31, 6 pm – 8 pm

Lando Ballroom 4302, Level 4, Venetian Resort Hotel & Casino

The California Jewelers Association cordially invites California attendees and exhibitors of the 2008 JCK Las Vegas Show to attend a complimentary Champagne Reception. If you are not a member of the CJA and you wish to attend the reception or join the association, please contact the CJA office or visit them at their booth to see how the CJA can benefit you and your business! This is a great opportunity to network with peers and meet the CJA directors and staff. For more information about this fun event or to RSVP, please contact the CJA office at 213-623-5722. Space is limited.

PLUMB CLUB EVENT



Saturday, May 31

Augustus Ballroom, Caesars Palace

The Plumb Club is hosting an invitation only dinner to recognize its customers and partners. More details to come as this very exclusive and special event is finalized.

**NCDIA BREAKFAST EVENT
A PIECE OF FOREVER WITH A SPLASH OF COLOR!**

Sunday, June 1, 9 am

Lando Ballroom 4302, Level 4, Venetian Resort Hotel & Casino

Robert May, Executive Director of Natural Color Diamond Association (NCDIA) invites retailers and manufacturers to experience the world of color and view unique displays, touch amazing products and learn how to boost 2008 sales...while you enjoy breakfast. The best of international brands outside of our industry will offer surprising motivations and our industry's most sought-after consultant, Diane Warga-Arias will demonstrate how an educational strategy can be your ticket to increased profits and consumer interest...with innovative consumer messages, energized associate-motivations, new selling language, exciting product offers and a colorful surprise for all that attend. Reserved VIP seating is available. Call 212-644-9747 to RSVP. Open Seating. Doors open 8:30 am.



THE TANZANITE QUALITY SCALE™

Sunday, June 1, 9:15 am – 10:15 am

Marcello Ballroom, Level 4, Venetian Resort Hotel & Casino

Presented by Tanzanite Foundation, IGI and AGTA

Since its discovery in 1967, Tanzanite has become one of the world's most cherished and sought-after gemstones. It has a single known source at the foothills of Mount Kilimanjaro in Tanzania, East Africa with a limited supply said to last only one generation. An educational seminar on the first internationally recognized grading system for Tanzanite – The Tanzanite Quality Scale™, which was established for quality comparability, price, quality consistency and ensuring consumer confidence. It will also include a background on Tanzanite's history, mystery and rarity.

Head Speaker – Gabriella Endlin, the Tanzanite Foundation

Guest Speakers – David Weinstein, IGI and Dr. Lore Kiefert, AGTA Gemological Testing Center

To attend, RSVP to gabriella@tanzanitefoundation.org.



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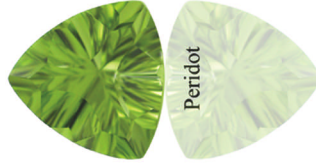
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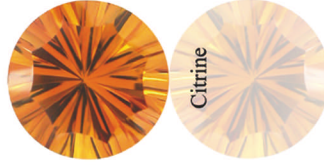
Peridot



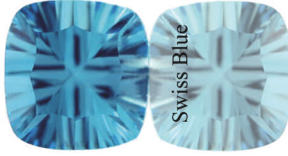
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London Blue



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See us at: Tucson GJX # 1108 to 1110 & AGTA # 1722 • Las Vegas GLDA # 441 - 444 & JCK (AGTA) # 34006 • Sept. Hong Kong Show Hall 7 # 7A19 & 7A21



NETWORKING EVENTS

SPECIAL EVENT LUNCHEON

INNOVATIVE SHOPPING EXPERIENCES & THE GABRIELLE DIAMOND

Two industry greats join together for this memorable luncheon event!

Sunday, June 1, 12 pm – 1:15 pm

Lando Ballroom 4302, Level 4, Venetian Resort Hotel & Casino

Legendary Gabrielle Tolokowsky & renowned educationalist, Diane Warga-Arias will surprise, delight, entertain and inform the audience about the Gabrielle Diamond and a retail shopping experience that can redefine and boost your 2008 retail business. Gifts of love will drive this year's business, because regardless of economic situations, engagements and marriages will still occur, important birthdays will still be celebrated and anniversaries will still be commemorated...as Americans focus on family and loved ones. Join these two industry greats for a luncheon like no other. Your business will benefit and your time will be rewarded.



LE VIAN® RED CARPET REVUE 2009

Sunday, June 1, 4:00 pm Cocktails, 6:00 pm Fashion Show

Toscana Ballroom 3610, Level 3, Venetian Resort Hotel & Casino

"In Style" and Le Vian® come together as they forecast the 2009 fashions and fine jewelry trends at Le Vian®'s Red Carpet Revue 2009. We invite YOU to walk the Red Carpet with us at this must see celebrity-studded fashion show event that will benefit Jewelers for Children Charities. Guests will judge the "Le Vian® 2008 Design Competition." For tickets or to enter the competition, call 877-2LEVIAN or e-mail fashionshow@levian.com.



JEWELERS FOR CHILDREN, 10TH ANNIVERSARY FACETS OF HOPE CELEBRATION



Sunday, June 1, 6:30 pm

Palazzo Ballroom, Level 5, Venetian Resort Hotel & Casino

Making a difference for 10 years!

Honoring: Allen Brill, President and CEO, Rolex Watch USA, Inc. and Peter M. Engel, President and CEO, Fred Meyer Jewelers

The Facets of Hope event, JFC's largest fund-raising activity, is held each June during JCK Las Vegas. More than 2,000 industry supporters are expected to attend to help the charity celebrate 10 years of making a difference to children in need. For more information on participating in the Facets of Hope event, contact JFC at 212-687-2949 or visit www.jewelersforchildren.org.

WJA DIVA LAS VEGAS COCKTAIL PARTY

Monday, June 2, 6:00 pm – 8:00 pm

Tao Asian Bistro, Venetian Resort Hotel & Casino



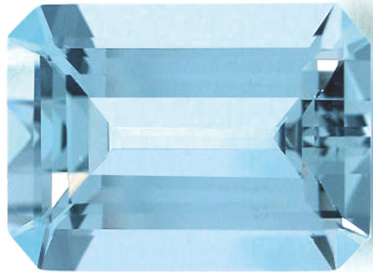
The annual WJA Diva Awards, one of WJA's national events, gives cash prizes to aspiring women designers. Competition applications will be sent out in January and the Diva winners are announced at a special press conference during JCK Las Vegas. For more information visit www.jckshows.com or www.womensjewelry.org to register.



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CONFERENCE AT-A-GLANCE

Wednesday, May 28				
TIME	TRACK 1: Diamonds  Zeno Room 4610	TRACK 2: Gemstones and Pearls: AGTA Gem Day Zeno Room 4609	TRACK 3: Business Zeno Room 4710	TRACK 4: JCK Style: Where Fashion Meets Jewelry Zeno Room 4709
9:00 am – 10:15 am	1. The Affluent Consumer & Natural Colored Diamonds <i>SPEAKER: Diane Warga-Arias, Natural Colored Diamond Association</i>	2. Labs panel <i>MODERATOR: Gary Roskin, JCK</i> <i>PANELISTS: Cap Beesley, AGL; Branko Deljanin, EGL-Canada and GHI India; Dr. Lore Kiefert, AGTA GTC; Shane McClure, GIA; Nicholas Del Re, EGL USA</i>	3. Loyalty Programs Increase Your Profits <i>SPEAKER: Kirsten Darrow, Fred Meyer/Litman Jewelers</i>	4. Teach Your Staff to Step Up or Turn-Over the Fashion-Driven Sale <i>SPEAKER: Kate Peterson, Performance Concepts</i>
9:00 am – 12:00 pm	GIA SEMINAR: Identifying Diamond Treatments (Call 800-421-7250 x4001 to register) Cost: \$145, Toscana Room 3609, Level 3, Venetian Resort Hotel & Casino			
10:45 am – 12:00 pm	5. Synthetic Diamonds in Today's Market <i>MODERATOR: Rob Bates, JCK</i> <i>PANELISTS: Tom Chatham, Chatham Inc.; Clark McEwen, The Gemesis Corporation; Bryant Linares, Apollo Diamond; Cecilia Gardner, Jewelers Vigilance Committee</i>	6. Best Profits from Colored Gemstones <i>SPEAKER: Richard Drucker, GemWorld-The Guide</i>	7. Build It and They Will Come – But What if They Don't? <i>SPEAKER: Brad Huiskens, IAS Training</i>	8. The Trendsetters: Fashion Experts Demystify Turning Trends into Transactions <i>MODERATOR: Michele Orman, Lüp Rocks</i> <i>PANELISTS: Editors, Stylists and Bloggers</i>
1:30 pm – 4:30 pm	GIA SEMINAR: Identifying Ruby, Sapphire and Emerald Lab (Call 800-421-7250 x4001 to register) Cost: \$145, Toscana Room 3609, Level 3, Venetian Resort Hotel & Casino			
2:00 pm – 3:15 pm	9. Top Five Diamond Issues <i>SPEAKER: Ben Janowski, The Janos Group, JCK columnist</i>	10. Cultivate Your Pearl Business <i>MODERATOR: Kathy Grenier, Cultured Pearl Association of America</i> <i>PANELISTS: Esther Fortunoff, Fortunoff's; Martin Coeroli, Perles de Tahiti</i>	11. We Can Make It Easier For You <i>SPEAKER: Peter L. Berger, Levisohn Berger LLP</i>	12. Hollywood to Hometown: Product Placement Works AGTA <i>SPEAKER: Douglas K. Hucker, AGTA</i>
3:45 pm – 5:00 pm	13. Independents and the Diamond Pipeline <i>SPEAKER: Hertz Hasenfeld, Hasenfeld-Stein</i>	14. Ethics of Ecology and Sustainability <i>MODERATOR: Gary Roskin, JCK</i> <i>PANELISTS: Armand Asher, Asher Pearls; Eric Braunwart, Columbia Gemhouse; Michael Rae, Council for Responsible Jewellery Practices; Tom Cushman, Allerton Cushman, & Co.</i>	15. Use Inventory Data as Forward-looking Tool <i>SPEAKER: Abe Sherman, Buyers International Group</i>	16. Women Know, Brand Accordingly <i>SPEAKER: Nan Piper Kochanski, NK Creative Services</i>





CONFERENCE AT-A-GLANCE

Thursday, May 29

TIME	TRACK 5: Hot Topics and Trends	TRACK 6: eBusiness	TRACK 7: Jewelers' Notebook: Practical Advice for Jewelers	TRACK 8: Jewelers of America J-Biz
	Zeno Room 4610	Zeno Room 4609	Zeno Room 4710	Zeno Room 4709
9:00 am – 10:15 am	17. Color Palette: What's Next and How Do We Know? <i>SPEAKER: Lee Eiseman, Color Institute</i>	18. Build Your Brand Promise in Cyberspace <i>SPEAKER: Jonathan Downing and Megan Meinerding, Fruchtman Marketing</i>	19. All that Sparkles Has Got to Go: Tips to Moving Inventory on eBay <i>SPEAKER: Mary Liz Curtin, Leon & Lulu (speaker provided courtesy of eBay)</i>	20. Cause Related Marketing Maximizes Your Charitable Giving Efforts <i>SPEAKER: David Rocha, Jewelers for Children (JFC)</i>
10:45 am – 12:00 pm	21. Business Decisions to Drive Experience Marketing <i>SPEAKER: Holly Wesche Conn, Wesche Jewelers, Melbourne FL</i>	22. Independents on the Web, Case Studies <i>SPEAKER: Jenny Luker, Platinum Guild International</i>	23. How to Photograph Jewelry for Your Website: Tips and Techniques <i>SPEAKER: Robert Weldon, Gem Photographer, GIA</i>	24. Generational Marketing to the X and Y Customer <i>SPEAKER: Nick Failla, Premier Consulting Innovations</i>
2:00 pm – 3:15 pm	25. Best of Class, Retailer and Client <i>SPEAKER: Paula Peterson, Crown Luxury</i>	26. The Playing Field that Levels Retail <i>MODERATOR: Cecilia Gardner, JVC PANELISTS: Rose Mueller, Lithos Jewelry; Jacques Voorhes, Polygon</i>	27. Profit Mastery (extended session) <i>SPEAKER: Steve LeFever, Business Resource Services</i>	28. Building Critical Customer Loyalty <i>SPEAKER: David Peters, Jewelers of America</i>
3:45 pm – 5:00 pm	29. How to Find and Hit the Hot Spots in Your Diamond Sales <i>SPEAKER: Shane Decker, Ex-SELL-Ence</i>	30. Unconventional Online Marketing for Conventional Retailers <i>SPEAKER: Michael Johnston, iBusiness Forum</i>		31. Give Your Customers What They Really Want – Smart Buying for 2008 Holidays <i>SPEAKER: Helena Krodal, Jewelry Information Center (JIC)</i>

Keynotes and General Sessions

Delfino Ballroom, Level 4, Venetian Resort Hotel & Casino | (Open to all attendees. There is no charge to attend keynotes and general sessions.)

FRIDAY, MAY 30

8:30 am – 9:45 am *Russell Simmons, Hip Hop Mogul, American Entrepreneur (Q&A moderated by Martin Rapaport)*

SATURDAY, MAY 31

8:30 am – 9:45 am *JA Executive Roundtable Discussion: Business Relationships, Retailers and Suppliers*

12:00 pm – 1:15 pm *"Where Have All The Stores Gone?" Shane Decker, Ex-SELL-Ence*

MONDAY, JUNE 2

9:00 am – 5:00 pm *The State of the Diamond Industry Martin Rapaport (RSVP to conference@diamonds.net)*

Complete session descriptions are available at www.jckshows.com. All seating is first-come, first-served. Plan to arrive early to ensure seating. Speakers are subject to change without notice. Classes last one hour and fifteen minutes unless otherwise noted. The JCK Show Seminar Program is produced with the help of Charlotte Preston Catalysts, Inc.

A-21





CONFERENCE PROGRAMS

WEDNESDAY, MAY 28

GIA Seminar: Identifying Diamond Treatments

Toscana Room 3609, Level 3, Venetian Resort Hotel & Casino

9:00 am – 12:00 pm

In this informative and practical session, you'll learn how standard gemological instruments can help you to identify the most important commercial diamond treatments. You'll get up to speed on the latest diamond treatments hitting the marketplace.

Cost: \$145, Class size: 30 maximum

Enrollments: GIA will process enrollments, call (800) 421-7250, ext. 4001

If seats are available, GIA will enroll at the door.

GIA Seminar: Identifying Ruby, Sapphire and Emerald Lab

Toscana Room 3609, Level 3, Venetian Resort Hotel & Casino

1:30 pm – 4:30 pm

Become up-to-date on rubies, sapphires, and emeralds. This three-hour lab gives you the opportunity to learn about new ruby synthetics and the latest treatments (including fracture filling). Learn how to detect treated sapphires and synthetics, and the importance of treatment disclosure. Receive up-to-date information on emerald treatments and synthetics.

Cost: \$145, Class size: 30 maximum

Enrollments: GIA will process enrollments, call (800) 421-7250, ext. 4001

If seats are available, GIA will enroll at the door.

Track 1: Diamonds

Zeno Room 4610, Level 4, Venetian Resort Hotel & Casino



GIA

1. The Affluent Consumer & Natural Colored Diamonds

9:00 am – 10:15 am

Diane Warga-Arias, Natural Colored Diamond Association

This seminar will show how you can entice the affluent customer to visit your store more often and feed their quest for the unique. You will also explore how you can use Natural Color Diamonds to add excitement to your shopping experience at the Show!

5. Synthetic Diamonds in Today's Market (panel discussion)

10:45 am – 12:00 pm

Moderator: Rob Bates, Senior Editor, JCK Magazine

Panelists: Tom Chatham, Chatham Inc.; Bryant Linares, Apollo Diamonds; Clark McEwen, The Gemesis Corporation; Cecelia Gardner, Jewelers Vigilance Committee

In this session you'll hear from producers of synthetic diamonds who will give you tips on deciding factors to consider before including them in your inventory mix. Issues surrounding synthetic diamonds will also be discussed.

9. Top Five Diamond Issues

2:00 pm – 3:15 pm

Ben Janowski, The Janos Group, JCK columnist

Janowski identifies the Top Five Diamond Issues affecting the U.S. market and describes potential solutions and outcomes. The session speaks to both the retail and supply segments of the industry.

13. Independents and the Diamond Pipeline

3:45 pm – 5:00 pm

Hertz Hasenfeld, Hasenfeld-Stein

Retailers may not have control over how diamonds are marketed worldwide, but you can market courageously by developing and delivering the brand which your customers most want – your own. Understand what diamond customers are looking for regarding each step of the diamond pipeline, from source to finished jewelry.

Track 2: Gemstones and Pearls: AGTA Gem Day

Zeno Room 4609, Level 4, Venetian Resort Hotel & Casino

AGTA

2. Labs panel

9:00 am – 10:15 am

AGTA

Moderator: Gary Roskin, Senior Editor, JCK Magazine

Panelists: Cap Beesley, American Gemological Laboratories; Branko Deljanin, EGL-Canada and GHI India; Dr. Lore Kiefert, AGTA GTC; Shane McClure, GIA; Nicholas Del Re, EGL USA

As issues and commercial opportunities have changed in the gemstone world, the industry's labs have responded. In this session, learn from representatives of some of the leading laboratories about their lab's practices regarding descriptive statements and grades for colored gemstones and pearls, including issues such as origin, irradiation enhancement and more.





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The Source for Turquoise Jewelry



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JCK Las Vegas: May 29 - June 2, 2008
Booth # 34553 - 34557

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CONFERENCE PROGRAMS

WEDNESDAY, MAY 28 (continued)

6. Best Profits from Colored Gemstones

10:45 am – 12:00 pm



Richard Drucker, GemWorld–The Guide

Richard Drucker brings the latest information regarding colored gemstone availability and pricing, including what gemstones are favored by both supply and fashion. For jewelers who offer custom design, for astute retailers who stock color, for manufacturers who are interested in trends forecasts for strategic planning, this session is full of detail building to insight.

10. Cultivate Your Pearl Business

2:00 pm – 3:15 pm



Moderator: Kathy Grenier, Cultured Pearl Association of America

Panelists: Esther Fortunoff, Fortunoff's New York; Martin Coeroli, Perles De Tahiti

In this session you'll learn about cultured pearls from classic to cult. You'll find out the key information you need to understand what's available, what's exciting and what your clients need to know. You'll also learn about freshwater, Tahitian, and more.

14. Ethics of Ecology and Sustainability (panel discussion)

3:45 pm – 5:00 pm



Moderator: Gary Roskin, Gemstone Editor, JCK Magazine

Panelists: Armand Asher, Asher Pearls; Eric Braunwart, Columbia Gemhouse; Michael Rae, Council for Responsible Jewellery Practices; Tom Cushman, Allerton Cushman & Co.

There is more to how a gemstone "faces up" than the color of the gem. These panelists explore new ways in which the industry interacts with those who mine, the sources from which gems are mined, how issues of ecology interact with economy and more.

Track 3: Business

Zeno Room 4710, Level 4, Venetian Resort Hotel & Casino

3. Loyalty Programs Increase Your Profits

9:00 am – 10:15 am

Kirsten Darrow, Fred Meyer/Littman Jewelers

Keeping your clients by building a relationship with them is the goal of a loyalty program. This session details elements of a loyalty program suited to jewelry clients with stories from retail jewelers who have actually implemented them.

A-24

7. Build It and They Will Come – But What if They Don't?

10:45 am – 12:00 pm

Brad Huisken, IAS Training

In this fun and motivational seminar, Brad Huisken shows how salespeople can build their individual businesses and thus grow the business of the entire store. Learn how your salespeople can draw more people into the store than ever before and how to sell more to the people already coming in. Huisken details how to constantly and substantially increase your customer base.

11. We Can Make It For You

2:00 pm – 3:15 pm

Peter L. Berger, Levisohn Berger LLP

In this session, JCK source Peter L. Berger, a patent attorney serving the jewelry industry, helps you sort through your obligations and risks when responding to clients who want a specific design you don't carry or for those who second source their vendors.

15. Use Inventory Data as Forward-looking Tool

3:45 pm – 5:00 pm

Abe Sherman, Buyers International Group

In this session, find out why accurate financial data is a key forward-looking management tool. The fact is, inventory is an asset but it costs money to hold so you must know how it is performing. The session explores both current and aged inventory and offers a strategy for using data regarding aged inventory as a tool to manage it.

Track 4: JCK Style: Where Fashion Meets Jewelry

Zeno Room 4709, Level 4, Venetian Resort Hotel & Casino

4. Teach Staff to Step Up or Turn-Over the Fashion-Driven Sale

9:00 am – 10:15 am

Kate Peterson, Performance Concepts

For most stores, the challenge is to teach technically competent salespeople to step up to the fashion driven sale. In this session, Kate Peterson helps you develop a strategy for expanding the focus of your seasoned sales associates while capitalizing on the enthusiasm of those new additions to your team. Learn simple techniques for training your staff to recognize a fashion-driven sale, identifying what's important to the client and building incremental business by connecting client interests to the season's silhouettes, fabrics, and colors.





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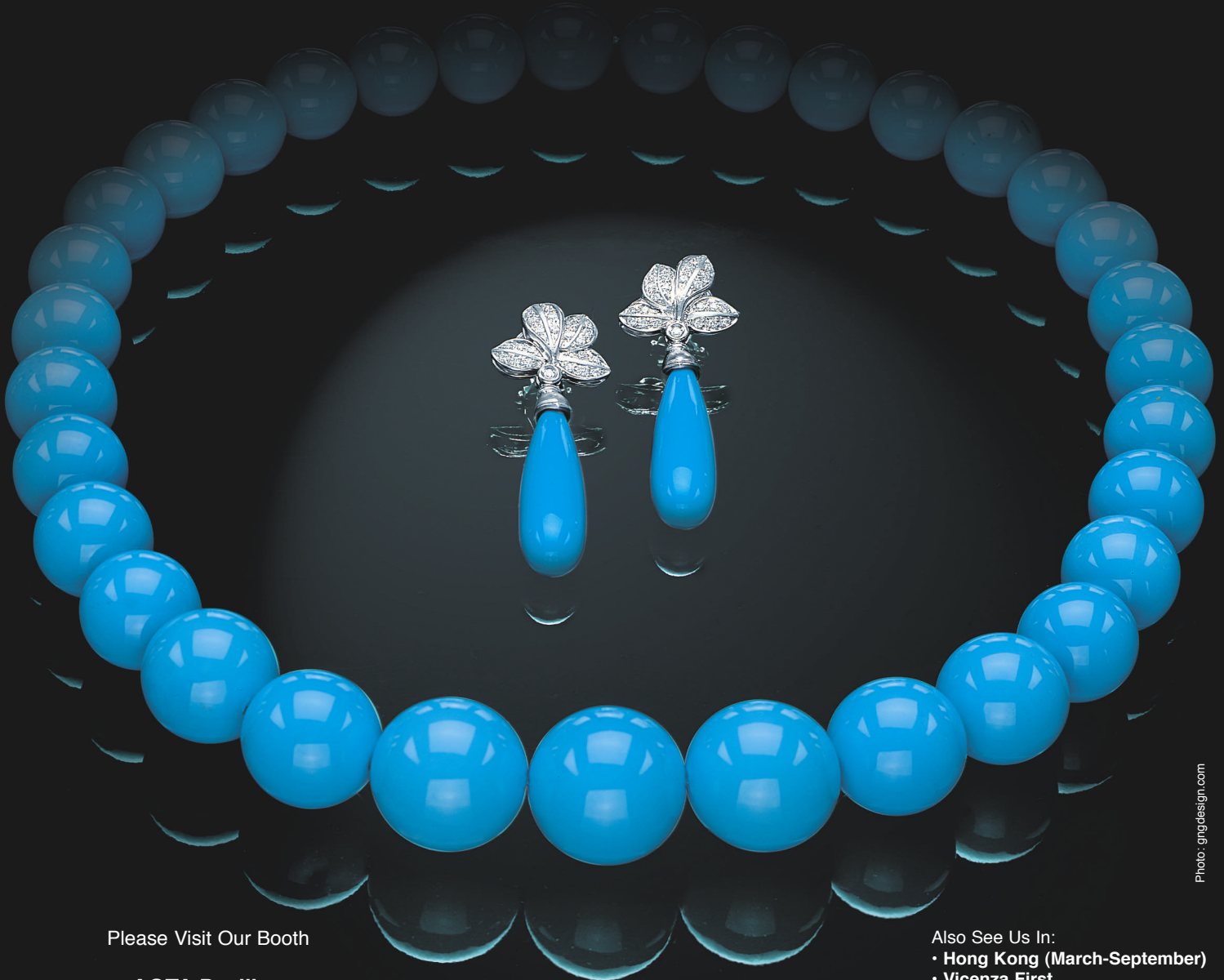


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CONFERENCE PROGRAMS

WEDNESDAY, MAY 28 (continued)

8. The Trendsetters: Fashion Experts Demystify Turning Trends into Transactions (panel discussion)

10:45 am – 12:00 pm

Moderator: Michele Orman, *Lüp Rocks*

Panelists: *Stylists, Editors and a Fashion Blogger*

Join this panel of fashion experts and learn how to turn trends on the runway into cash in your register. By satisfying the fashion fanatic's sweet tooth, you can expand your customer base and keep your existing clients coming back for more.

12. Hollywood to Hometown: Product Placement Works

2:00 pm – 3:15 pm

Douglas Hucker, *AGTA*



Doug Hucker looks at jewelers who make and work their connections with local celebrities and gets to the details regarding what you need to plan for and deliver to make such commitments work.

16. Women Know, Brand Accordingly

3:45 pm – 5:00 pm

Nan Piper Kochanski, *NK Creative Services*

Your store's physical attributes, merchandising strategies, marketing vehicles, and involvement with the community are all factors to the inventory you offer your clients. In this session, brand builder Nan Piper Kochanski helps you understand how to create the image you want for your store.

Thursday, May 29

Track 5: Hot Topics and Trends

Zeno Room 4610, Level 4, Venetian Resort Hotel & Casino

17. Color Palette: What's Next and How Do We Know?

9:00 am – 10:15 am

Lee Eiseman, *Color Institute*

Retailers need to prepare for consumer interest in trends in order to benefit from consumer interest. Lee Eiseman teaches continuing education for the American Society of Interior Designers. This speaker will help you understand the origin of color trends and offer color forecasts which will help you provide the forward-looking products and services your clients deserve.

A-26

21. Business Decisions to Drive Experience Marketing

10:45 am – 12:00 pm

Holly Wesche Conn, *Wesche Jewelers, Melbourne, FL*

In 2006, Holly Wesche Conn moved her family jewelry business into a new 15,000 square foot building which was specifically designed with the concept of experience marketing in mind. Holly believes that a key factor in her company's success is its focus on providing clients with a great store experience – one that is enjoyable, unique, and memorable. Holly will share some of the methods her family uses to create an atmosphere which sets their store apart. Learn how the commitment to experience marketing has driven this Florida business to significant growth.

25. Best of Class, Retailer and Client

2:00 pm – 3:15 pm

Paula Peterson, *Crown Luxury*

Commitment to quality never goes out of style. Yet something is happening to the meaning of "luxury" as some former luxury houses have repositioned to include a much larger market and have seemed to compromise on quality. Nonetheless, discerning clients seek discerning jewelers at more than one level of the industry. Attend to these hallmarks and the clients you seek will find you.

29. How to Find and Hit the Hot Spots in Your Diamond Sales

3:45 pm – 5:00 pm

Shane Decker, *Ex-SELL-Ence*

One of the most meaningful numbers in your operations data is the number which is the hot spot for each diamond category. Diamond evangelist Shane Decker tells you how to find those hot spots, how to merchandise accordingly, how to make sure your staff is ready to sell from the hot spots daily, and how you can use those hot spots to increase both add-on and average ticket sales.



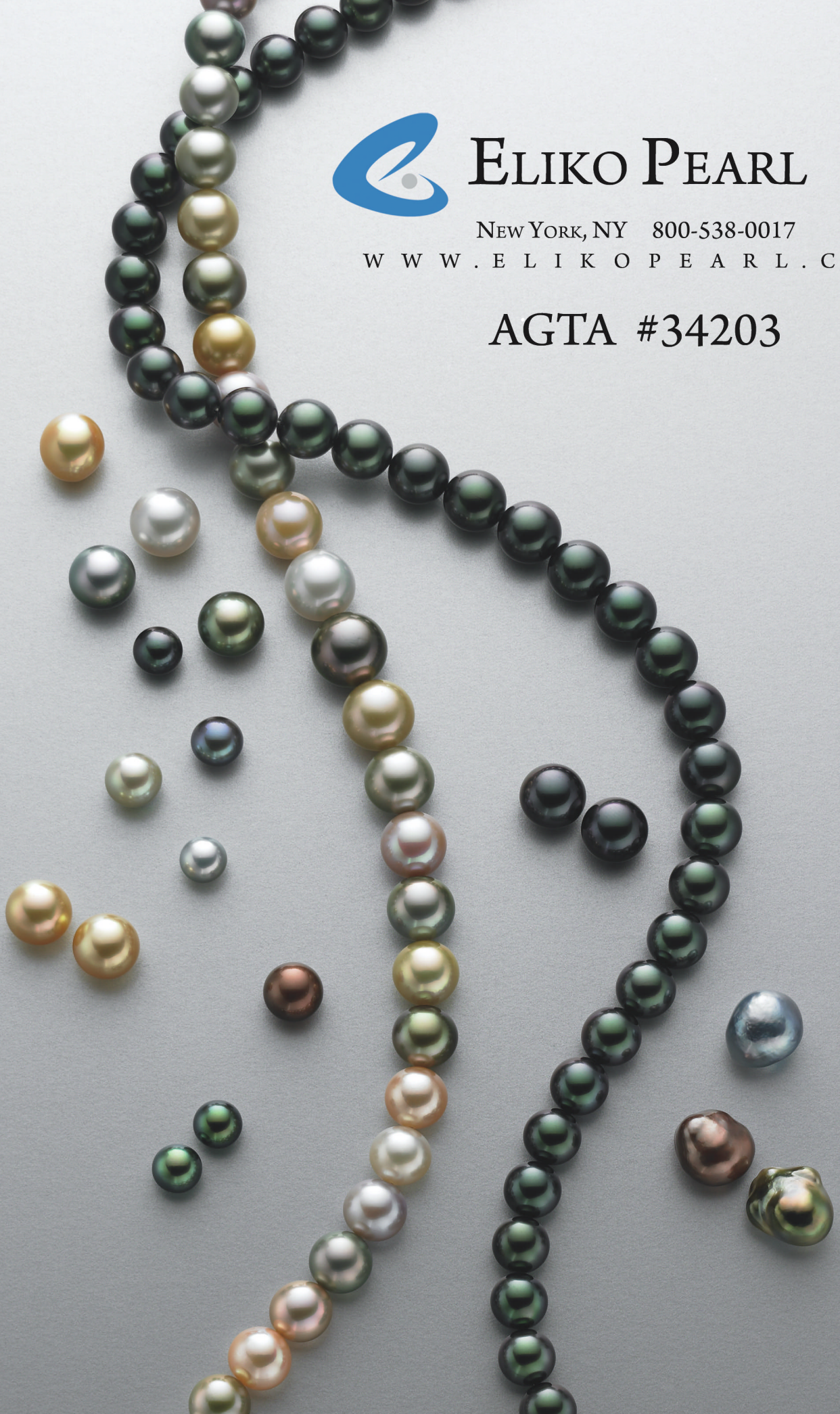


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CONFERENCE PROGRAMS

THURSDAY, MAY 29 (continued)

Track 6: eBusiness

Zeno Room 4609, Level 4, Venetian Resort Hotel & Casino

18. Build Your Brand Promise in Cyberspace

9:00 am – 10:15 am

Megan Meinerding and Jonathan Downing, Fruchtmann Marketing
Your website is another communication tool to build your brand promise. Megan Meinerding and Jonathan Downing share key branding strategies for managing your business online. Will you do business online? Does your website include pictures of your staff or not? This session is full of practical considerations regarding how you manage this branding vehicle.

22. Independents on the Web, Case Studies

10:45 am – 12:00 pm

Jenny Luker, Platinum Guild International
In this session, case studies of retailers on the web will be used to teach you how to use the web more effectively in your interactions with customers. Topics include building a web presence – which helps your clients find you – under girding clients with information to assist their decision making, communications, and commerce.

26. The Playing Field that Levels Retail (panel discussion)

2:00 pm – 3:15 pm

Moderator: Cecilia Gardner, JVC
Panel: Rose Mueller, Lithos Jewelry; Jacques Voorhees, Polygon
The Internet is one of the playing fields for retail and it has leveled some of the rules of the retail game. Consumers use the Internet to become informed before they buy, changing what they need in their retail experience. What kinds of information are consumers looking for when they visit a jewelry-related website? This panel reflects specific opinions and they don't all agree.

30. Unconventional Online Marketing for Conventional Retailers

3:45 pm – 5:00 pm

Michael Johnston, iBusiness Forum
The Internet offers retailers some unconventional promotional ideas to draw buyers to their online stores. This workshop will highlight creative ways to generate marketing buzz for retailers including; Blogs, eBay, YouTube, Newsletters, Contests and MySpace.

A-28

Track 7: Jewelers Notebook: Practical Advice for Jewelers

Zeno Room 4710, Level 4, Venetian Resort Hotel & Casino

19. All that Sparkles Has Got to Go: Tips on Moving Inventory on eBay

9:00 am – 10:15 am

Mary Liz Curtin, Leon & Lulu
Mary Liz Curtin, author of "A Shopkeeper's Manual" and co-owner of Leon & Lulu, a 15,000 square foot furniture, gift and accessory store, will help you free your open-to-buy and make shelf space for new merchandise. She will tell you what you need to know to make eBay work for you, show you how to prepare pieces for photography, offer you tips for great pictures and show you how to write descriptions that sell. This presentation is directed to retailers who want to supplement their business with sales on eBay without damaging figures in the retail store.
(Speaker presented courtesy of eBay.)

23. How to Photograph Jewelry for Your Website: Tips and Techniques

10:45 am – 12:00 pm

Robert Weldon, Gem Photographer, GIA
Fine gemstone and jewelry photographer Robert Weldon, whose photographs have brought beautiful gems to the covers and pages of nearly every trade magazine and to the library and archival holdings of GIA, generously provides insights gleaned from years of practice and success in conveying both color and "life" in gems.

27. Profit Mastery (extended session)

2:00 pm – 5:00 pm

Steve LeFever, Business Resource Services
With break-even analysis and financial gap, you will gain a method to analyze the present and make better decisions about the future. The Profit & Loss statement and balance sheets are powerful planning tools. We'll teach you how to become profitable, stay profitable and grow your business.

Modern Master of Pearl

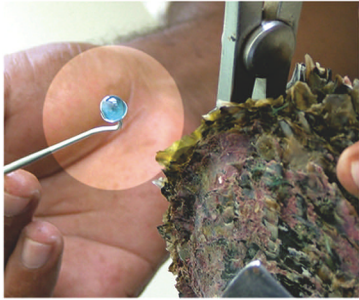
Chi Galatea Huynh

What's New Today

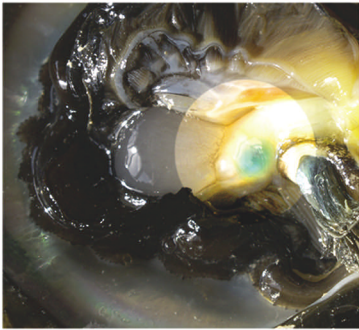
“By far the most outstanding addition to the gem world... Galatea has stunned the pearl world...”

Gary Roskin /JCK Magazine

In the last one hundred years since Mikimoto invented the process of pearl culturing there has not been much change until 2001 when I patented a process of producing the “Mercy Pearl” by inserting gemstone beads into a black lipped oyster, creating a pearl that would be carved down to the nucleus, exposing the gem beneath the nacre. I am not sure whether we should call it a pearl or a gemstone, it is the combination of the two. It's created by the delicate touch of nature and the passion of Man. It is the most unique gem on Earth. Today you are witnessing history in the making in the gem world. I hope you will treasure it, share it with your love ones and show it proudly to your friends.



1 -Topaz nucleus



2 -Insert a topaz into a mollusk



3 - Topaz with nacre coating pearl.



4- Removing the nacre to expose a portion of the topaz nucleus.

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CONFERENCE PROGRAMS

THURSDAY, MAY 29 (continued)

Track 8: Jewelers of America J-Biz

Zeno Room 4709, Level 4, Venetian Resort Hotel & Casino

20. Cause Related Marketing Maximizes Your Charitable Giving Efforts

9:00 am – 10:15 am

David Rocha, Jewelers for Children (JFC)

Supporting worthwhile causes with donations of money, time and product is a way of “feeling good.” It is also good business practice. This “how to” program shows you ways to gain even more benefit from your generosity. Hear how jewelers across the country have benefited from cause related marketing. Whether you give to a national charity, like Jewelers for Children, a local organization, or a combination of both, cause related marketing can bring visibility, goodwill, and tax deductions. Set yourself apart by “marketing” the support your business provides.

24. Generational Marketing to the X and Y Customer

10:45 am – 12:00 pm

Nick Failla, Premier Consulting Innovations

Generation “X’ers” constitute over 20% of the US population and spend an estimated \$125 billion each year. Their lives have been shaped by corporate downsizing, escalating divorce rates, broken families, the end of the Cold War, and latchkey childhoods. Generation Y (often called Millennials) number over 75 million and make up almost 29% of the US population. Because these generations were raised with different environmental influences, each has unique sensibilities that impact their consumer behaviors. Learn what type of marketing and advertising will motivate them to seek out your store and buy your products.

28. Building Critical Customer Loyalty

2:00 pm – 3:15 pm

David Peters, Jewelers of America

Case studies and detailed information about how retail jewelers across the nation have focused their efforts on building customer loyalty with tremendous results show that the key to a profitable and growing business is a steady customer base. Given the high cost of new customer acquisition, a defined and consistent focus on current customers leads to higher levels of customer loyalty and a much bigger financial gain for the store. Topics include understanding who your loyal customers really are, best practices for high standards of customer care, the role of technology in building customer loyalty, and the impact of staff training on customer loyalty.

31. Give Your Customers What They Really Want – Smart Buying for 2008 Holidays

3:45 pm – 5:00 pm

Helena Krodell, Jewelry Information Center (JIC)

In this seminar, the Jewelry Information Center (JIC) helps ease some of those fears about what to buy for the 2008 holiday season. Helena Krodell has her finger on the pulse of the fine jewelry and watch industry by forecasting some of the hottest trends for the coming season while discussing the influence pop culture and fashion have on consumers’ buying habits. From traditional best sellers to “of the moment” pieces, this seminar is a crash course on what to stock in your store to make 2008 a banner year. Hear about the hot colors, styles, price points and categories that are touted on the top of shoppers’ lists. She provides real life examples and specific brand names to help the buying process.



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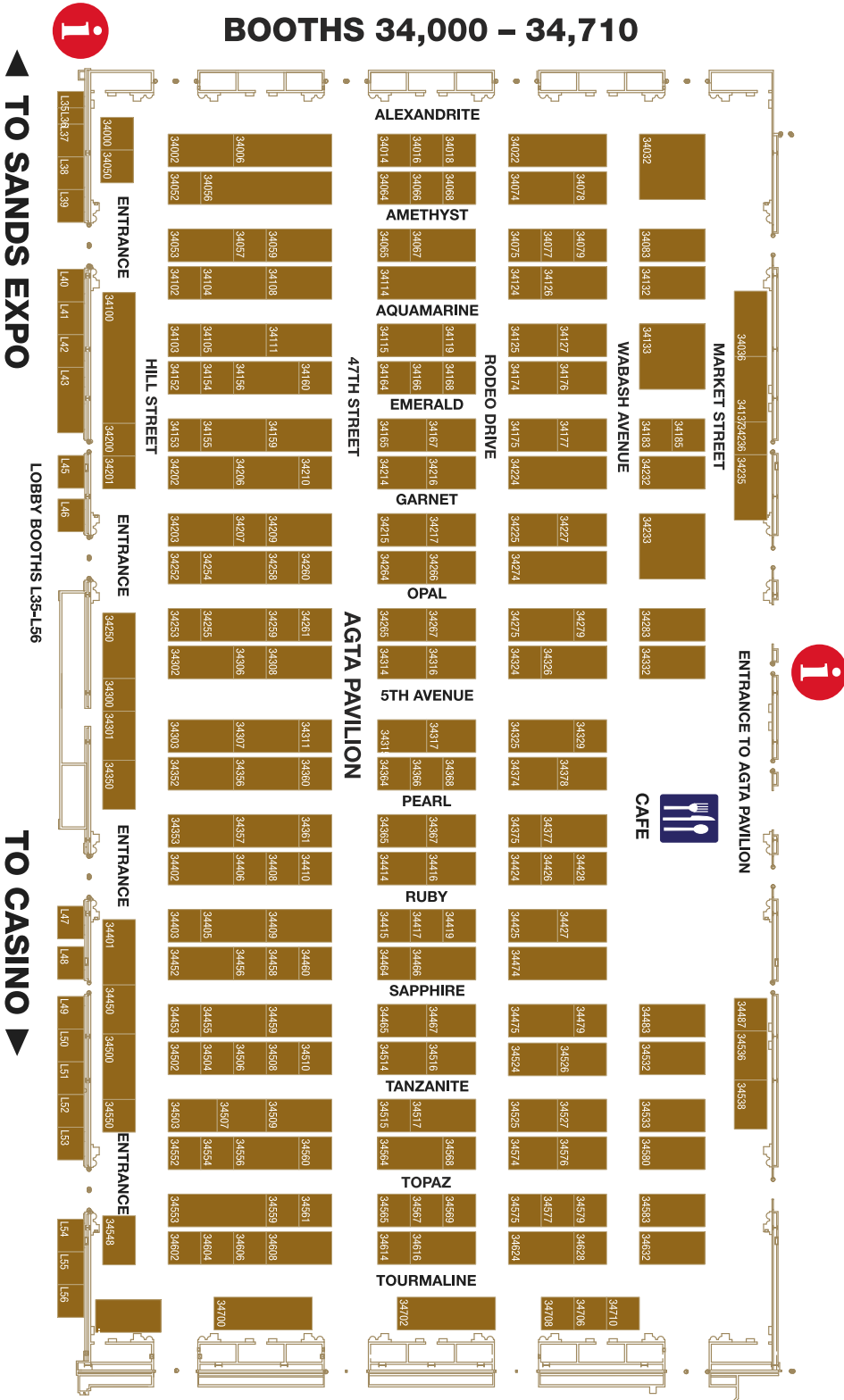
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Venetian Resort Hotel & Casino
Venetian Ballroom, Level 2

Thursday, May 29
10 am – 6 pm

Friday, May 30
9 am – 6 pm

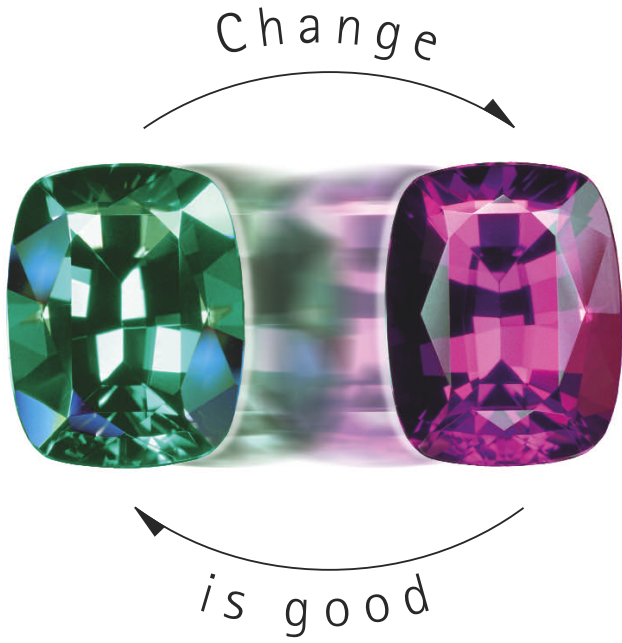
Saturday, May 31
9 am – 6 pm

Sunday, April 1
9 am – 6 pm

Monday, April 2
9 am – 6 pm

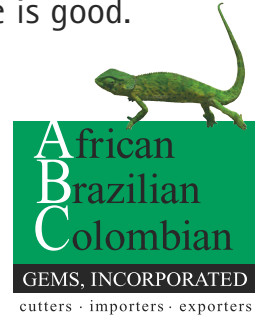
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AGTA GemFair LAS VEGAS

Company Name	Booth Number	Company Name	Booth Number	Company Name	Booth Number
4 G'S TRADING CORPORATION	AGTA 34105	CHIRAG GEMS	AGTA 34311	GALATEA - JEWELRY BY ARTIST	AGTA 34206
A & D GEM CORPORATION	AGTA 34233	COLLINS & COLLINS FINE COLORED GEMS	AGTA 34000	BILL GANGI MULTISENSORY ARTS	AGTA 34102
A PRECISION GEM CUTTERS	AGTA 34366	COLORLINE INC.	AGTA 34514	GB GEMS / DIAMOND UNIVERSE	AGTA 34710
A.B.C. GEMS	AGTA 34527	COLUMBIA GEM HOUSE INC. / TRIGEM DESIGNS	AGTA 34100	GEM 2000, INC.	AGTA 34516
A.G. COLOR INC / A.G. DIAJEWELS	AGTA 34575	COMMERCIAL MINERAL COMPANY	AGTA 34176	GEM ESSENCE CO., LTD.	AGTA 34415
GORDON D. AATLO	AGTA 34306	COSMOS GEMS LLC	AGTA 34356	GEM LUSTRE USA, INC.	AGTA 34559
ADASCO DESIGNS	AGTA 34227	MICHAEL COUCH & ASSOCIATES	AGTA 34483	GEM STONE USA, INC.	AGTA 34507
AFFORDABLE GEMS	AGTA 34364	CREATIVE BEADS, INC.	AGTA 34624	GEMOREX INTERNATIONAL, INC.	AGTA 34074
AGTA	AGTA 34700	CREST GEMS INC.	AGTA 34525	GEMS 4 LESS (TGI) / TEJSONS GEMSTONES INT, INC	AGTA 34550
AGTA GEMOLOGICAL TESTING CENTER	AGTA 34702	D. ELIAN CORP.	AGTA 34460	GEMS INTERNATIONAL OF CALIFORNIA	AGTA 34402
M. AHARONOFF CO., INC.	AGTA 34419	D.M.M. TRADERS, INC.	AGTA 34401	GEMSTONE INTERNATIONAL	AGTA 34428
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AURUM DESIGN	AGTA 34567	EAR CHARMS™, INC.	AGTA 34156	MARK GRONLUND	AGTA 34164
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STEPHEN M. AVERY	AGTA 34152	EAST TO WEST IMPORTS	AGTA 34524	HENIELI INTERNATIONAL, INC.	AGTA 34375
B & B FINE GEMS	AGTA 34115	ELIKO PEARL CO. INC.	AGTA 34203	HERITAGE GEMS, LLC	AGTA 34568
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KAMEYAB IMPORTS, INC.	AGTA 34137	ONOFRIO D. ORO.....	AGTA 34508	SEA HUNT PEARLS	AGTA 34235
KASHI GEM CORPORATION / GIOIELLIERI	AGTA 34216	OPULENT MINERAL.....	AGTA 34166	SEMI GEMS INC.....	AGTA 34250
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Importers & cutters of precious & semi-precious gems. Aquamarine, amethyst, citrine, emerald, garnet, opal, peridot, ruby, sapphire, multicolour-sapphire, tourmaline pink-green, and tanzanite.

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Gemstone miners, loose colored stones.

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PILLAR & STONE INTERNATIONAL, INCAGTA 34456
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Please see under "P", Prompt Gem Import Inc. for complete listing information.

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New York, NY 10020
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promptgem@aol.com; www.promptgem.com
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Los Angeles, CA 90014
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meenu@qjm.cc

R.H. & COAGTA 34553
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800-742-7325, 713-783-5500, Fax: 713-977-7325
Manufacturer of diamond jewelry and importer and cutter of diamonds, emeralds, rubies, sapphires, amethysts, opals, blue topaz, pearls, and other stones.

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STANTON GROUPAGTA 34283
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www.slankagems.com
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Rochelle Park, NJ 7662
201-712-9222, Fax: 201-712-0770
shms@maxschuster.com

STUDIO 19 / THE TSAVORITE FACTORYAGTA 34209
New York, NY 10036
866-588-4242, 212-379-6379, Fax: 212-391-1159
danielssaf@yahoo.com; www.estudio19.com
Loose colored gemstones, pearl jewelry and gold jewelry and rings.

STULLER, INCAGTA 34114
Lafayette, LA 70598-7777
800-877-7777, Fax: 800-444-4741
info@stuller.com; www.stuller.com
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800-325-0825, 212-944-6330, Fax: 212-944-6366
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Please see under "J", Jayson Trauing for complete listing information.

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Please see Studio 19 for complete listing information.

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 New York, NY 10036
 800-835-GEMS, 212-869-9407, Fax: 212-382-3309
 vkotahwala@yahoo.com
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 New York, NY 100364502
 212-764-0809, Fax: 212-221-0906
 vettrigemsusa@hotmail.com

VISTA GEMSAGTA 34455
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 800-218-5139, 908-281-5853, Fax: 908-281-1049
 monakhanvg@gmail.com; www.vistagems.net
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Exhibitor information is accurate as of April 1, 2008. As always, every care has been taken to ensure that all company information is listed accurately, however JCK cannot be held responsible for any inaccuracies or omissions.

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AGTA 34553



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AGTA 34317



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PRODUCT PREVIEW



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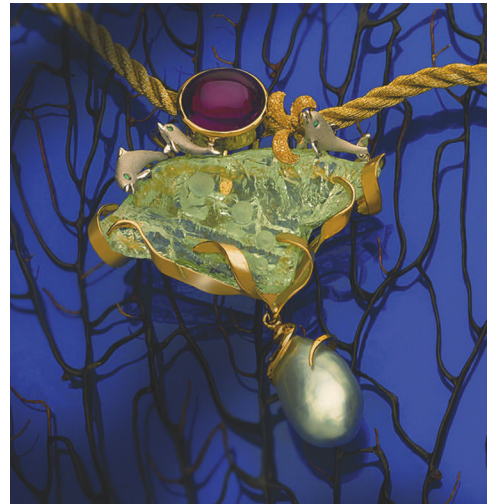
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AGTA 34200



PRODUCT PREVIEW

Mint Garnet
30.02 ct

Spessartite Garnet
23.43 ct

Blue Sapphire
33.15 ct

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AGTA 34233

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“We’re JCK Readers...”

The Udell family of London Jewelers – son Scott, mom Candy, nephew Zach, dad Mark and daughter Randi – are JCK readers, and we’re thrilled that they are.



With nine retail locations (including the original in Glen Cove, N.Y.) and 140 employees, London Jewelers is one of the biggest success stories in the industry. In addition to five London Jewelers doors, the company has three boutiques—Cartier, Van Cleef & Arpels, and David Yurman.

Founded 80 years ago by Mark’s grandfather, Charles London, the company is still family run. Every day sees Mark, Candy, their kids and nephew, sister-in-law Allyn, Mark’s mother, Fran, and father, Mayer, and even the family dogs—Chloe and Bailey—at the store!

Giving back to the community is the backbone of their business. The family is very active in supporting about 100 local charities a year. In addition, both generations are engaged in industry organizations and learning. Mark is a member of the De Beers U.S. Carat Club, and Candy has given time to JIC and WJA. Scott’s a recent GIA graduate gemologist and is learning diamond and stone buying. Zach has been training with the major watch brands, and Randi has designed lines for Lili Jewelry and Honora pearls, as well as London Jewelers’ house lines.

Awards and honors within the industry are many. Mark was inducted into the *National Jeweler Retailer Hall of Fame*, Candy was awarded the Women’s Jewelry Association’s Award for Excellence/Retail, and together they’ve been honored as Retailers of the Year by the American Jewish Committee and received the prestigious AGS Triple Zero Award.

Their thirst for knowledge and originality allows them to build on relationships, integrity, and reputation to create a unique shopping experience for customers. Concierges and watch departments with walk-in cigar humidors enhance the customer experience.

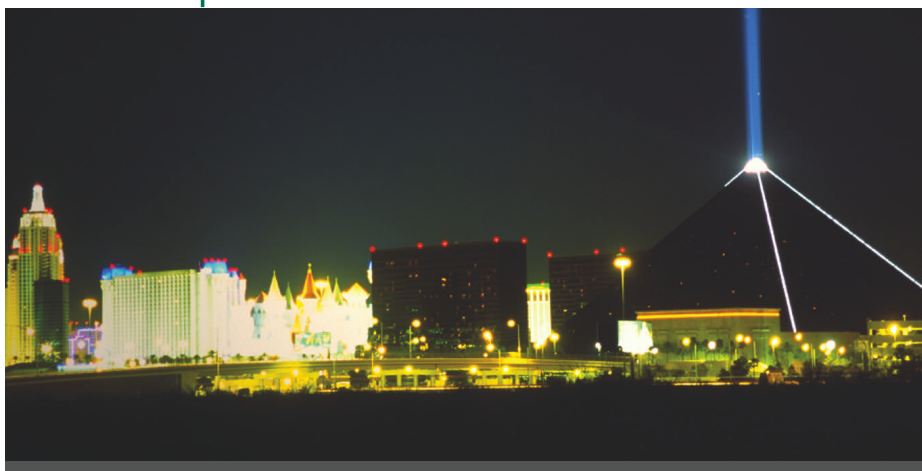
The Udells use *JCK* to keep abreast of the industry, learn about vendors and competitors, and help themselves step outside the pack. Says Candy, “I’ve read *JCK* since my first day on the job ... the kids read it too ... and we make sure there’s a copy for the employees in every store. ... it’s important that they are on top of the industry, too.”

We’re proud to know that industry leaders like the Udells are *JCK* readers. In fact, our research shows that they are precisely the type of industry executives who turn to the pages of our publications for essential news and information every month.

The *JCK* reader. Successful. Dynamic. Involved. Ours.



AD INDEX



2	A & D GEM CORPORATION
33	A.B.C. GEMS
13	A.G. COLOR INC / A.G. DIAJEWELS
51	AGTA
15,17,19	ANDE JEWELRY & MINERAL CO
7	ATLANTIC GEM CORPORATION
37	AUSTRALIAN BOULDER OPAL - KJD
9	B & B FINE GEMS
3	DENNY WONG DESIGNS
31	EAR CHARMS™
27	ELIKO PEARL CO. INC
29	GALATEA – JEWELRY BY ARTIST
20-22, 24, 26, 28, 30, 34-36, 38-42, 44	INTERNATIONAL GEMOLOGICAL INSTITUTE (I.G.I.)
41	MAYFIELDS INC
45	MICHAEL SCHOFIELD & CO
10-11	OMI GEMS, INC
4-5	PRIJEMS INC
23, 25	R.H. & CO

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