

# AGTA GemFair™ LAS VEGAS



**AGTA**

*Add More Color To Your Life.*



Guide to the **2009 AGTA GemFair™**  
Cultured Pearl & Jewelry Pavilion  
at the JCK Las Vegas Show | May 29 - June 2, 2009

**JCK**

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*After*



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Ceylon  
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Tanzania  
12.33 ct*



*Alexandrite  
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**JCK Las Vegas~AGTA Pavillion: Booth 34424**

May 29 - June 2, 2009

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### AGTA GemFair™ Cultured Pearl & Jewelry Pavilion at the 2009 JCK Las Vegas Show.

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 Las Vegas Show. Located in the Venetian Resort Hotel & Casino Grand Ballroom adjacent to the Sand's Convention Center, the AGTA Pavilion features over 220 exhibitors offering a comprehensive selection of natural colored gemstones, cultured pearls and colored gemstone jewelry.

### 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 you need to restock and complete your merchandise mix. Our product provides an incredible opportunity to make better margins and diversify your inventory.

### The AGTA Pavilion Opens One Day Early for "Gem Day"!

The AGTA GemFair™ Pavilion opens one day before the main JCK Show. The AGTA GemFair™ Cultured Pearl & Jewelry Pavilion is open Friday, May 29th, the day before the JCK Show opens. Hours are 10:00 am to 6:00 pm.

- This is your opportunity to shop one day before the main JCK Show opens.
- Get the 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 Friday, May 29th.
- Seminars will be offered focusing on color and fashion presented by industry leaders. Hear what's new, what's hot and what's next for the jewelry industry!
- Complimentary coffee and danish while you shop. Served until 11:00 am.

### The AGTA GemFair™ Cultured Pearl & Jewelry Pavilion Open Same Hours as JCK Show

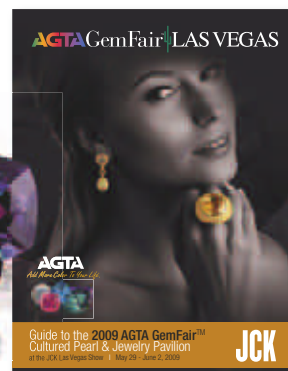
Jumpstart your day by joining us at 9:30 am each morning (May 30th – June 2nd). This is your opportunity to shop early for the best selection of colored gemstones, cultured pearls and colored gemstone jewelry and enjoy a complimentary danish and cup of coffee each day from 9:30 – 11:00 am. The Pavilion's hours are as follows: May 29th – 10:00 am to 6:00 pm; May 30th to June 1st - 9:30 am to 6:00 pm; June 2nd – 9:30 am to 4:00 pm.

### AGTA GTC Mobile Laboratory Onsite

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

The AGTA GemFair™ Cultured Pearl & Jewelry Pavilion is your best resource for natural colored gemstones, cultured pearls and designer jewelry. Come see the opportunities that color offers for your business!

Douglas K. Hucker  
Chief Executive Officer  
American Gem Trade Association



Cover credit: AGTA Spectrum Awards Collection Jewelry – Yellow Sapphire and Diamond ring by Yael Designs.  
Fancy Color Diamond earrings by Alan Friedman.

# Ande Gem Inc.

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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

# AGTA GemFair LAS VEGAS

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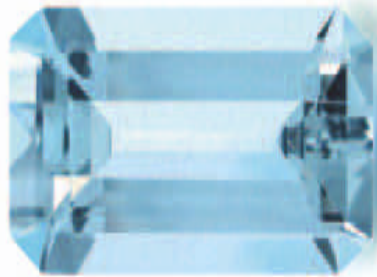
### Show Hours

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

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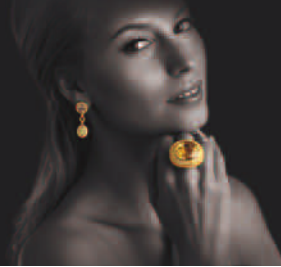
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# AGTA GemFair LAS VEGAS

## SHOW EVENTS AT-A-GLANCE



THURSDAY, MAY 28	PROGRAM EVENT	LOCATION
8:00 am – 6:00 pm	Registration	Sands/Venetian
9:30 am – 5:00 pm	Conference Program	Zeno Ballroom, Level 4, Venetian

FRIDAY, MAY 29	PROGRAM EVENT	LOCATION
8:00 am – 6:00 pm	Registration	Sands/Venetian
9:30 am – 5:00 pm	Conference Program	Zeno Ballroom, Level 4, Venetian
8:15 am – 9:30 am	NCDIA Keynote Address: Robert May	Marcello Ballroom, Level 4, Venetian
9:00 am – 11:00 am	GIA Seminars: Identifying Emeralds Tuition: \$145	Toscana Ballroom, 3608, Level 3, Venetian
 10:00 am – 6:00 pm	AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open	Venetian Ballroom, Level 2, Venetian
12:30 pm – 1:45 pm	Special Luncheon Event with Gabrielle	Marcello Ballroom, Level 4, Venetian

SATURDAY, MAY 30	PROGRAM EVENT	LOCATION
8:00 am – 6:00 pm	Registration	Sands/Venetian
8:15 am – 9:30 am	Keynote Breakfast: Bill Boyajian	San Polo Ballroom, Level 3, Venetian
9:30 am	JCK Opening Ceremony	Level 2, Sands
9:30 am – 6:00 pm	JCK Exhibit Hall Open	Sands/Venetian
 9:30 am – 6:00 pm	AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open	Venetian Ballroom, Level 2, Venetian
9:30 am – 6:00 pm	At the Bench Live	ETS Pavilion, Level 1, Venetian, Rear of Galileo
3:00 pm – 4:30 pm	Roundtable Discussions: The Evolution of Our Industry	Toscana 3709, Level 3, Venetian
6:30 pm	Plumb Club Event (by invitation only)	Palace Ballroom, Caesars Palace



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# AGTA GemFair LAS VEGAS

## SHOW EVENTS AT-A-GLANCE

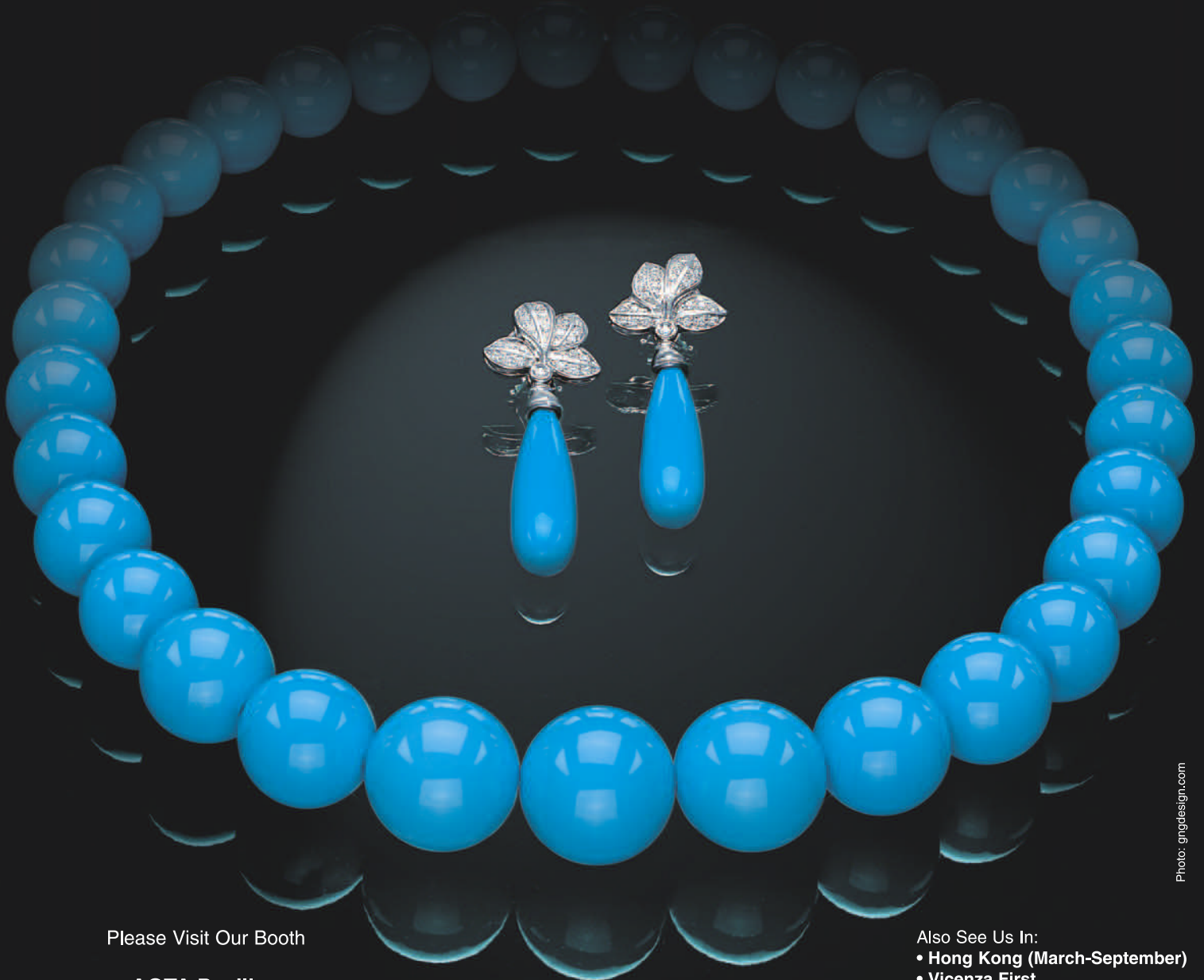


SUNDAY, MAY 31	PROGRAM EVENT	LOCATION
8:30 am – 6:00 pm	Registration	Sands/Venetian
8:15 am – 9:30 am	Shane Decker Keynote	San Polo Ballroom, Level 3, Venetian
9:45 am – 10:45 am	Roundtable Discussion: Social Media Networking	Toscana 3709, Level 3, Venetian
9:30 am – 6:00 pm	JCK Exhibit Hall Open	Sands/Venetian
<b>AGTA</b> 9:30 am – 6:00 pm	<b>AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open</b>	<b>Venetian Ballroom, Level 2, Venetian</b>
10:00 am – 1:15 pm (doors open at 9:30 am)	GIA Career Fair	Zeno Ballroom, 4701, Level 4, Venetian
10:30 am – 6:00 pm	At the Bench Live	ETS Pavilion, Level 1, Venetian, Rear of Galileo
2:30 pm – 3:15 pm	JCK Magazine's Suppliers' Choice for Retailer of the Year and Top 50 Designer Retailers Awards	Design Center, Level 2, Sands
4:30 pm – 6:00 pm	Le Vian® 2010 Red Carpet Revue 4:30 pm <i>Cocktails</i> , 5:15 pm <i>Fashion Forecast</i>	Toscana Ballroom, Level 3, Venetian
6:00 pm	Jewelers for Children Facets of Hope Celebration	Palazzo Ballroom, Level 5, Venetian
MONDAY, JUNE 1	PROGRAM EVENT	LOCATION
8:30 am – 6:00 pm	Registration	Sands/Venetian
8:30 am – 4:00 pm	Martin Rapaport, "The State-of-the-Diamond Industry and Bankers Conference"	San Polo Ballroom, Level 3, Venetian
9:30 am – 6:00 pm	JCK Exhibit Hall Open	Sands/Venetian
<b>AGTA</b> 9:30 am – 6:00 pm	<b>AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open</b>	<b>Venetian Ballroom, Level 2, Venetian</b>
10:30 am – 6:00 pm	At the Bench Live	ETS Pavilion, Level 1, Venetian, Rear of Galileo
6:00 pm – 8:00 pm	WJA Platinum DIVA Las Vegas Cocktail Party	LAVO, Palazzo Resort
TUESDAY, JUNE 2	PROGRAM EVENT	LOCATION
8:00 am – 4:00 pm	Registration	Sands/Venetian
9:30 am – 4:00 pm	JCK Exhibit Hall Open	Sands/Venetian
<b>AGTA</b> 9:30 am – 4:00 pm	<b>AGTA GemFair™ Cultured Pearl and Jewelry Pavilion Open</b>	<b>Venetian Ballroom, Level 2, Venetian</b>
1:00 pm	Design Center Raffle Drawing	Design Center, Level 2, Venetian



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Please Visit Our Booth

**AGTA Pavilion**

JCK Las Vegas: May 29 - June 2, 2009  
Booth # 34553 - 34557

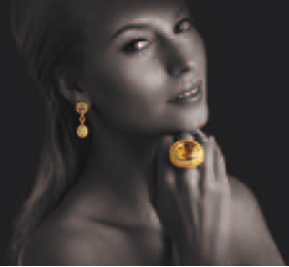
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- Hong Kong (March-September)
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**Special Luncheon Event: Passion & Persuasive Communications**

Friday, May 29, 12:30 pm – 1:45 pm  
*Marcello Ballroom, Level 4, Venetian*

Explore how to re-energize your business, while you enjoy lunch with the legendary Sir Gabrielle S. Tolkowsky and renown educationalist, Diane Warga-Arias. Success in today's marketplace requires that we all re-tap into passions and communicate passionately. Gabi will share his passion about his creation and feminine namesake, the Gabrielle Diamond. Then Diane will explore the power of persuasive communications ... within an event venue that includes Gabi with exhibits of his one-of-a-kind diamond cuts and Gabrielle Diamond Jewelry Collections. RSVP to reserve your luncheon seat 1-800-223-0100 ext 321.



**Plumb Club Event**

Saturday, May 30, 6:30 (By Invitation Only)

Plumb Club Members and their invited guests will enjoy an elaborate cocktail style dinner reception, beginning at 6:30 pm in the Palace Ballroom, Caesars Palace. Immediately following, party-goers will proceed to the Colosseum Theatre for Bette Midler's hit Las Vegas show, "The Showgirl Must Go On". The party continues after the show with a grand array of desserts at the famed Bradley Ogden restaurant, Caesar's Palace.



**GIA Career Fair**

Sunday, May 31, 10:00 am – 1:15 pm (doors open at 9:30 am)  
*Zeno Ballroom, 4701, Venetian Conference Center*

**Open to all.** No badge necessary. Bring your resumes!

Whether you're looking for a job or looking to hire, there's one event that's connected talent with opportunity for almost twenty years – and that's GIA Jewelry Career Fair, the jewelry industry's popular job fair. This year, JCK Events is proud to sponsor the speed-dating version of this day-long event right here at the JCK Show.

In three intensive hours, you'll have the chance to hear about the latest hiring trends; learn about the hottest career paths in gems and jewelry; get career counseling and job-hunting advice from industry pro's; have your resume reviewed and analyzed; and network, network, network!

GIA's Mini Career Fair features a Working to Win panel session with industry leaders; personalized career coaching sessions; and mix-and-mingle opportunities for job seekers and employers.



**JCK Suppliers' Choice Awards**

Sunday, May 31, 2:30 pm Design Center

For the first time ever, JCK Magazine will be awarding the Suppliers' Choice for Retailer of the Year. The retailer of the year is nominated by JCK suppliers based on their overall success in sales, marketing, and loyalty. Champagne and chocolate covered strawberries will be served.



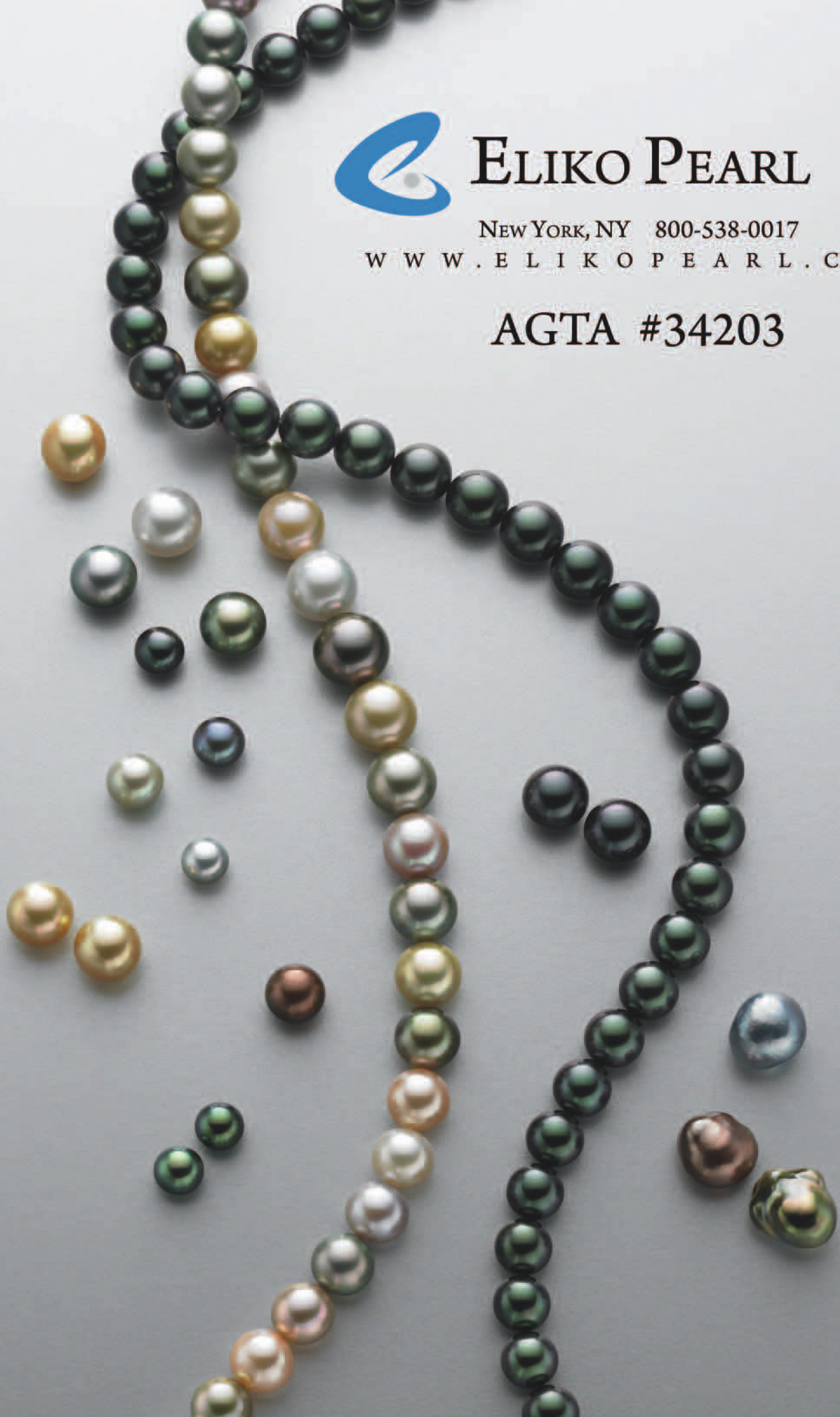


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AGTA #34203





## Annual Designer Retailers Awards

Sunday, May 31, 2:30 pm

*Design Center*

Fifty Retailers will be honored at this year's JCK Show for their lasting excellence at selling designer jewelry. The top 50 are all voted on exclusively by the Design Center Exhibitors.

# DESIGN

## Le Vian® 2010 Red Carpet Revue

Sunday, May 31, 4:30 pm Cocktails – 5:15 pm Fashion Forecast

*Toscana Ballroom, Level 3, Venetian*

Discover the Trends of Tomorrow at Le Vian® 2010 Red Carpet Revue. Runway Fashion Forecast by Bazaar. Jewelry Trend Forecast by Le Vian®. Fashion Show Proceeds to Benefit Jewelers for Children. For tickets and more information call 1-877-2LEVIAN or e-mail [fashionshow@levian.com](mailto:fashionshow@levian.com).



## Jewelers for Children, Facets of Hope Celebration

Sunday, May 31, 6:00 pm

*Palazzo Ballroom, Level 5, Venetian*

Join Jewelers for Children at the annual Facets for Hope event recognizing ten years of honorees. We will acknowledge the industry leaders who have lent their names and given their time to help JFC reach thousands of children in need. Also hear from some of the young heroes who have benefited from the industry's support in the past year. For more details visit [www.jewelersforchildren.org](http://www.jewelersforchildren.org).



## Now on Monday! WJA Platinum DIVA Las Vegas Cocktail Party

Monday, June 1, 6:00 pm – 8:00 pm

*Palazzo Resort, LAVO*

The annual WJA Platinum DIVA Party, one of WJA's national events, honors aspiring women designers. Come celebrate these talented women at LAVO in the Palazzo. Competition applications were sent out in January and the DIVA winners are announced at a special press conference during JCK Las Vegas. For more information on this event visit, [www.womensjewelryassociation.com](http://www.womensjewelryassociation.com).



## Design Center Raffle Drawing

Tuesday, June 2, 1:00 pm

*Design Center, Level 2, Venetian*

Stop by the Design Center Concierge Desk for your chance to win \$2,500 in a Merchandise Credit to be used towards a purchase from any Design Center Exhibitor. Each Design Center Exhibitor with whom you place an order of at least \$2,500 will give you one additional signed raffle entry. Raffle tickets will be issued as follows: one per retailer per Design Center Exhibitor. To qualify, all orders need to be firm orders for at least \$2,500 and cannot be "hold for confirmation" orders.

Raffle drawing to take place on Tuesday, June 2 at 1:00 pm. Winner does not need to be present to win and will be posted on JCK the Las Vegas website: [www.jcklasvegasshow.com](http://www.jcklasvegasshow.com).

# DESIGN



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AGTA Tucson, Booth 1122 • JCK Las Vegas, Booth 34474 • Basel World Fair, Hall 3.1 Stand L30

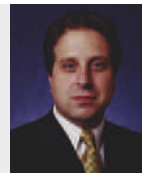


*Open to all attendees. There is no charge to attend keynote presentations.*

### Friday, May 29

8:15 am – 9:30 am

Marcello Ballroom, Level 4, Venetian Resort Hotel Casino



#### **Keynote: Robert May, Executive Director NCDIA**

*“The Language of Color” – Special Breakfast*

Join Robert May, NCDIA Executive Director and team of retailers and experts, who have important information about Natural Color Diamonds and today’s market. Learn how even a small investment can boost business, enhance your shopping experience and motivate your sales teams. There will be multiple displays of jewelry to view during this special breakfast event!

### Saturday, May 30

8:15 am – 9:30 am

San Polo Ballroom, Level 3, Venetian Resort Hotel Casino

Complimentary continental breakfast buffet available



#### **Opening Keynote Address: William E. Boyajian**

*“Leading Your Business Through Challenging Times”*

*William E. Boyajian, Gem & Jewelry Industry Expert*

The global financial crisis is impacting every person and every company in the jewelry industry. Such times require extraordinary leadership, new thinking, and dynamic action. Come hear strategies and tactics that will help you survive the difficult economic times and emerge a stronger, more determined leader of your business.

### Sunday, May 31

8:15 am – 9:30 am

San Polo Ballroom, Level 3, Venetian Resort Hotel Casino



#### **Keynote Address: Shane Decker, President, Ex-SELL-Ence**

*“Magic Numbers: The Importance of Price Point Selling and Buying”*

### Monday, June 1

8:30 am – 4:00 pm

San Polo Ballroom, Level 3, Venetian Resort Hotel Casino



#### **Keynote Address: Martin Rapaport, Rapaport Diamond Report and RapNet**

*“The State-of-the-Diamond Industry and Bankers Conference”*

What’s the state of the diamond industry? Come hear the fresh, energetic, and often provocative insights of this ultimate industry insider on global trends from sourcing to marketing and how to use them to grow your business. To attend, RSVP to [conference@diamonds.net](mailto:conference@diamonds.net).

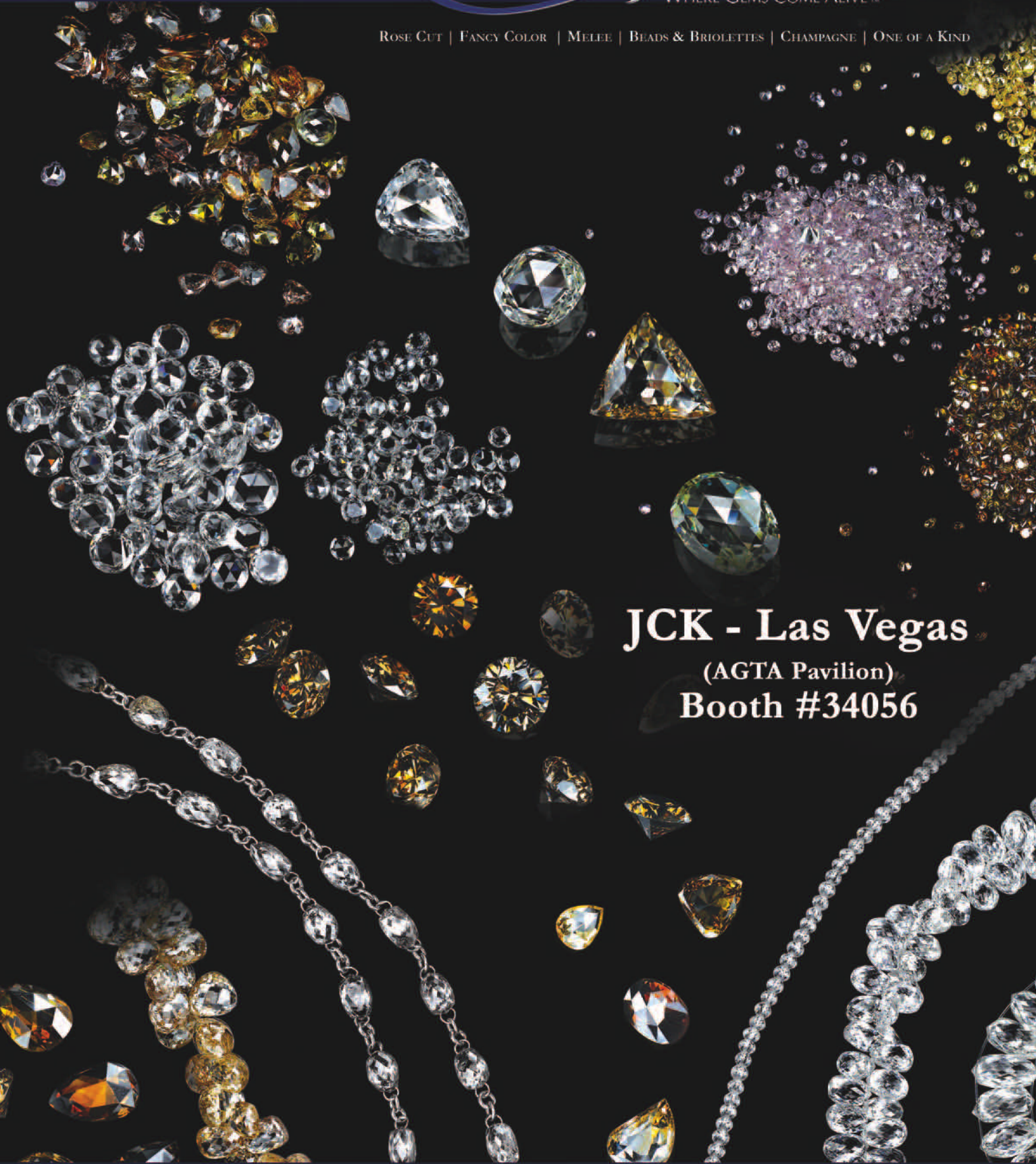


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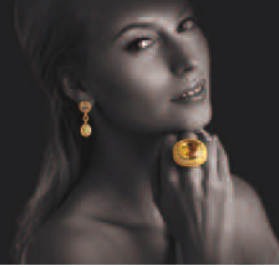
**JCK - Las Vegas**  
(AGTA Pavilion)  
**Booth #34056**




## Thursday, May 28

TIME	DIAMONDS	BUSINESS	HOT TOPICS & TRENDS	JCK STYLE: WHERE FASHION MEETS JEWELRY	SALES ASSOCIATE TRAINING
	Zeno 4610	Zeno 4609	Zeno 4710	Zeno 4709	Toscana 3709
9:30 am – 10:45 am	Session 101 <b>The Power of Language</b> <b>SPEAKER: Diane Warga Arias, DWA Communications</b> 	Session 102 <b>Steps to Take to Recession Proof Your Business</b>  <i>Speaker: Mark Moeller, RF Moeller Jewelers and President AGS</i>	Session 103 <b>Making an Impact: Cause Marketing</b>  <i>MODERATOR: Teresa Shannon</i> <i>PANELISTS: David Rocha, Jewelers for Children; Ellen Haddigan, Diamond Empowerment Fund; Anne Dale, Anne Dale Jewelers</i>	Session 104 <b>Can I Wear This With That?</b>  <i>SPEAKER: Hedda Schupak, Editor-In-Chief, JCK Magazine</i>	Session 105 <b>The 25 Greatest Sales Tips Ever!</b>  <i>SPEAKER: Dave Richardson, Richardson Resource Group</i>
11:00 am – 12:15 pm	Session 201 <b>Top Five Diamond Issues</b>  <i>SPEAKER: Rob Bates, Senior Editor, JCK Magazine</i>	Session 202 <b>Inventory Strategies for 2009 &amp; 2010</b>  <i>SPEAKER: Abe Sherman, Buyers International Group</i>	Session 203 <b>Understanding How to Market to Generation X &amp; Y Consumers</b>  <i>SPEAKER: Laurie Hudson, Partner, Luxury Brand Group</i>	Session 204 <b>What's Hot? And Why You Should Care</b>  <i>SPEAKER: Helena Krodel, Jewelry Information Center</i>	Session 205 <b>Steps to Take to Maximize Sales in Tough Times</b>  <i>SPEAKER: Brad Huisken, IAS Training</i>
2:00 pm – 3:15 pm	Session 301 <b>The Diamond Pipeline</b>  <i>SPEAKER: Ben Janowski, JCK Columnist</i>	Session 302 <b>The Power of Branding</b>  <i>SPEAKER: Anita Campbell, Editor, Small Business Trends</i>	Session 303 <b>Adding Value by Greening Your Business</b>  <i>SPEAKER: Brian and Mary Natrass, Sustainability Partners and Co-Authors of "Dancing With the Tiger"</i>	Session 304 <b>Red Carpet Style</b>  <i>SPEAKER: Karo Vartanian, Costume Designer, Desperate Housewives</i>	Session 305 <b>Beyond Features and Benefits: Identifying the Value Trigger and Making the 'Personal Sale'</b>  <i>SPEAKER: Kate Peterson, Performance Concepts</i>
3:30 pm – 4:45 pm	Session 401 <b>Latest Technologies in Diamond Cut Grading</b>  <i>MODERATOR: Jay Lell</i> <i>PANELISTS: Garry Holloway, Princescope; Zeev Leshem, Sarin Tech; Peter Yantzer, AGS</i>	Session 402 <b>Visual Merchandising and Elements of Design</b>  <i>SPEAKER: Tim Malone, Ph.D., Managing Consultant, Malone Resource Group</i>	Session 403 <b>Understanding Consumer Behavior and the Current Marketplace</b>  <i>SPEAKER: Abe Sherman, Buyers International Group</i>	Session 404 <b>Selling to the Stylish Customer</b>  <i>SPEAKER: Caroline Stanley and Cynthia Sliwa, co-authors</i> <i>"Jewelry Savy: What Every Jewelry Wearer Should Know"</i>	Session 405 <b>Making the Most of Every Opportunity</b>  <i>SPEAKER: Shane Decker, Ex-SELL-Ence</i>

# CONFERENCE AT-A-GLANCE



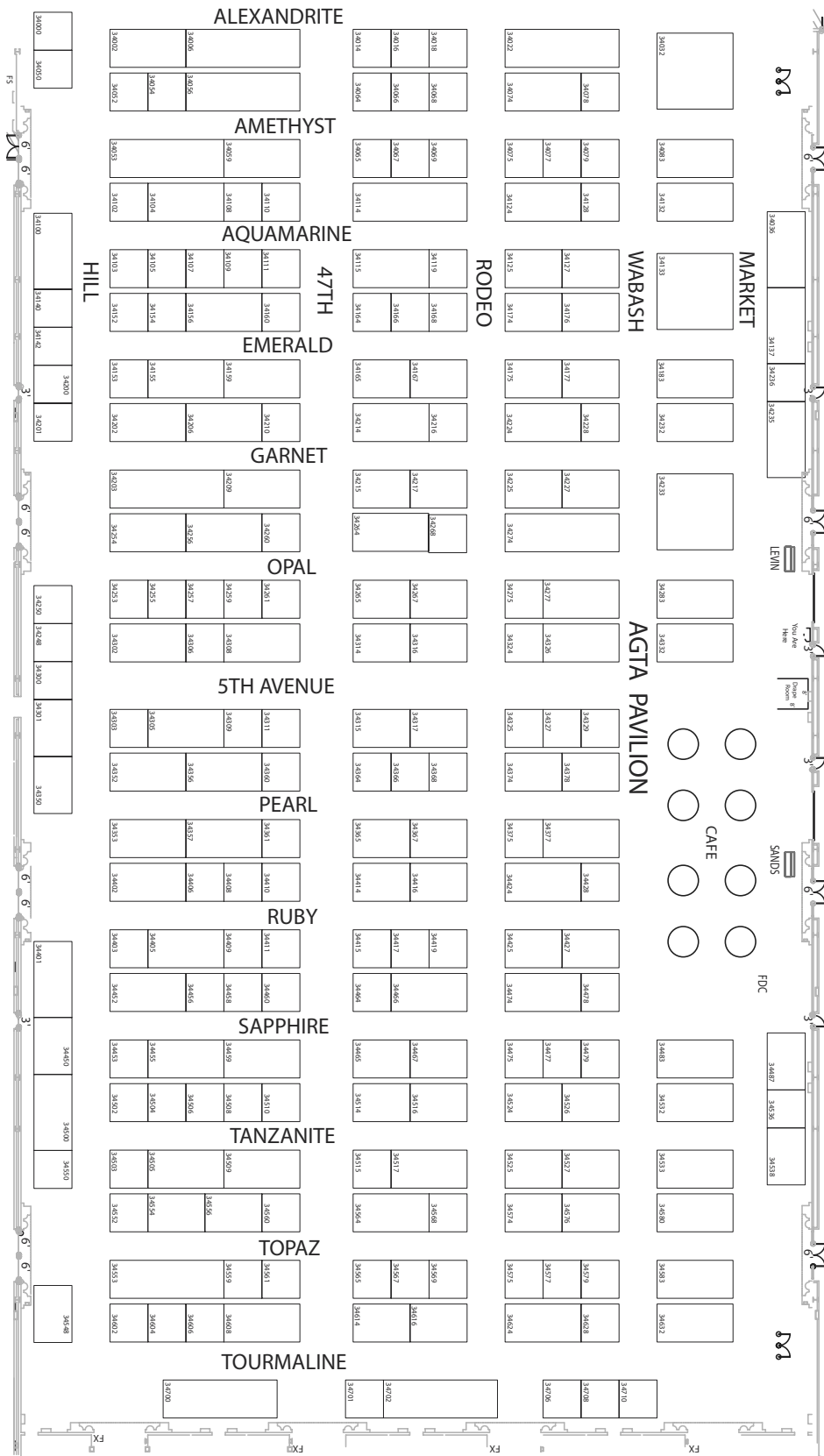
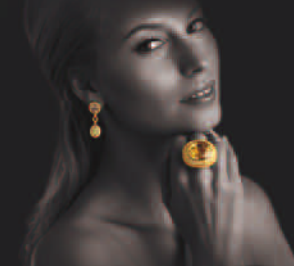
## Friday, May 29

TIME	GEMSTONES & PEARLS TRACK (AGTA GEM DAY) <i>Zeno 4610</i>	eBUSINESS <i>Zeno 4609</i>	J-BIZ: JEWELERS OF AMERICA INSIGHTS <i>Zeno 4710</i>	JEWELERS NOTEBOOK: PRACTICAL ADVICE FOR JEWELERS <i>Zeno 4709</i>	LEADERSHIP TRAINING (PAID) <i>Toscana 3709</i>
9:00 am – 11:00 am	GIA Seminar: Identifying Emeralds – Tuition: \$145 <i>Toscana Ballroom, 3608, Level 3, Venetian</i>				
9:30 am – 10:45 am	Session 106 <b>Gemstone Treatment Update</b>  <i>MODERATOR: Gary Roskin</i> <i>PANELISTS: John Koivula, GIA; Dr. Lore Kiefert, AGTA GTC; Cap Beesley and Arman Asher</i>	Session 107 <b>Search Engine &amp; Social Media Marketing</b>  <i>SPEAKER: Gregg Towsley, WSI Quality Solutions</i>	Session 108 <b>Adapting and Evolving Your Business in a Changing World: A Discussion of Trends, Opportunities, Challenges and Solutions (extended session)</b>   <i>MODERATOR: Matt Runci, Jewelers of America</i> <i>PANELISTS: Holly Wesche Conn, Wesche Jewelers; Ken Gassman, Jewelry Industry Research Institute; Jeff Corey, Days Jewelers; Susan Jacques, Borsheim's</i>	Session 109 <b>Romancing the Sale</b>  <i>SPEAKER: Becka Johnson Kibby, Robbins Bros.</i>	Session 110 <b>(9:00 AM – 12:00 PM) Behavioral Bling: Connecting With Your Customers and Colleagues</b> <b>Workshop Fee: \$325</b>  <i>SPEAKER: Karl Krum, TRACOM</i>
11:00 am – 12:15 pm	Session 206 <b>Top Colored Gemstones: The Best Buys, the Controversies and the Future</b>  <i>SPEAKER: Richard Drucker, Gemworld International Inc.</i>	Session 207 <b>Using New Technology and Innovation to Reach Today's Consumer</b>  <i>SPEAKER: Michael Hagan, SCVNGR</i>	Session 209 <b>Implementing a Productivity Improvement Program</b>  <i>SPEAKER: Brad Huiskens, IAS Training</i>		
12:30 pm – 1:45 pm	General Session: The Basics of Memo Transactions: The Do's and Don'ts of Trading on Memo <i>San Polo Ballroom, 3401, Level 3, Venetian</i> <i>SPEAKERS: Cecilia L. Gardner, JVC and Dione Kenyon, JBT</i>				
2:00 pm – 4:00 pm	GIA Seminar: Loupe Grading – Tuition: \$145 <i>Toscana Ballroom, 3608, Level 3, Venetian</i>				
2:00 pm – 3:15 pm	Session 306 <b>Profit from Passion: Get Excited About Colored Gemstones and Pearls</b>  <i>SPEAKER: Jim Feibig, SellMoreColor, LLC</i>	Session 307 <b>Email Best Practices: Finding Diamonds in the Rough</b>  <i>SPEAKER: Lissa Napolillo, MBS World Marketing</i>	Session 308 <b>Value-Added Selling in a New Economy</b>  <i>SPEAKER: Jay Lell</i>	Session 309 <b>Financial Objectives and Management</b>  <i>SPEAKER: David Brown, Retail Edge Academy</i>	(1:00 PM – 5:00 PM) <b>Shane Decker Sales Academy</b> <b>\$500</b>
3:30 pm – 4:45 pm	Session 406 <b>The Burma Bill, Irradiated Stones, Cultured Pearls: How to be Compliant</b>  <i>MODERATOR: Gary Roskin</i> <i>PANELISTS: Cecilia Gardner, Jewelers Vigilance Committee; Doug Hucker, AGTA; Catherine Sproule, Responsible Jewellery Council</i>	Session 407 <b>At Your Fingertips: A Guide to Online Jewelry Sourcing</b>  <i>MODERATOR: Robert Bridel</i> <i>PANELISTS: Abraham Stern, IDEX; Jacques Voorhes; Alex Fetenat, Gemfind</i>	Session 408 <b>Harvesting From The Entire Family Tree: A Fresh Look At Generational Marketing</b>  <i>SPEAKER: Nick Failla, Premier Consulting Innovations</i>	Session 409 <b>Lighting The Way: Capitalizing on Lighting Effectiveness to Improve Total Performance</b>  <i>SPEAKER: Kate Peterson, Performance Concepts</i>	

Complete session descriptions are available at [www.jckshows.com](http://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.

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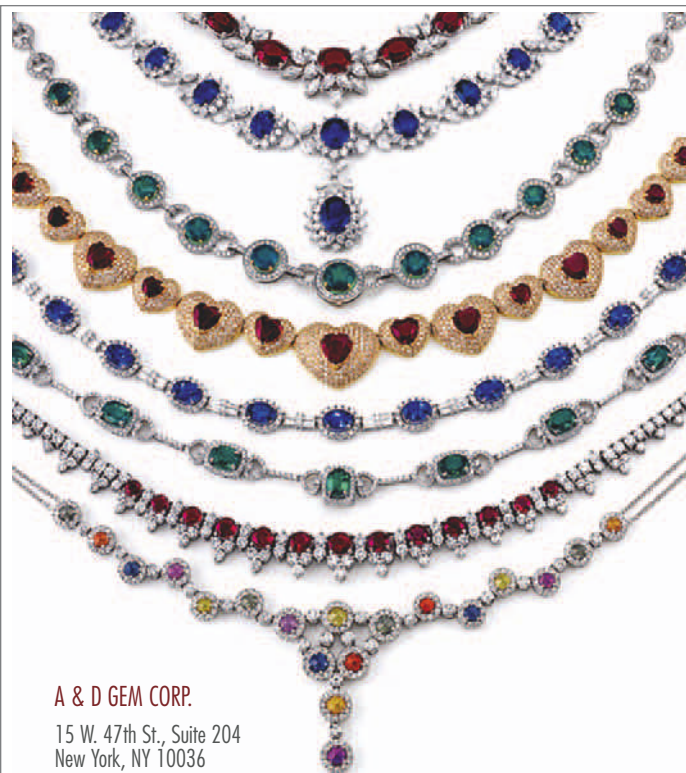


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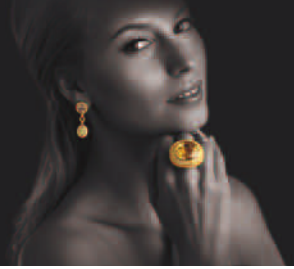
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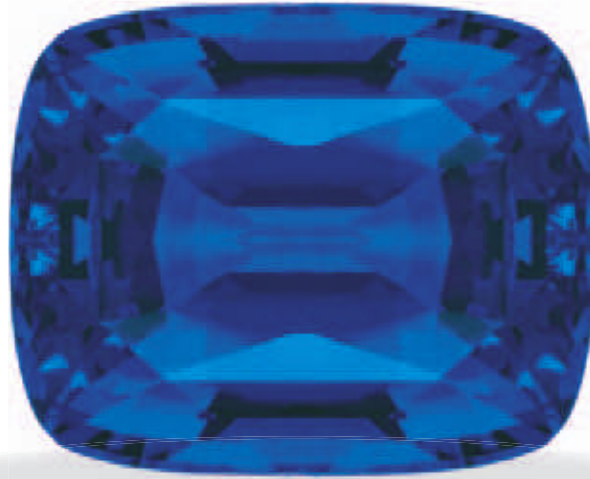
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