



NATIONAL ASSOCIATION OF JEWELRY APPRAISERS PRESENTS

41ST ACE[®] IT WINTER CONFERENCE TUCSON, AZ FEBRUARY 2-3, 2014

NAJA welcomes your attendance to the Gem & Jewelry Industry's Greatest Gem Show on Earth - Tucson! Our Conference is designed for the professional gem and jewelry appraiser and like-minded professionals with similar goals and related business challenges.

Attendance at NAJA's ACE[®] It Educational Conferences is a perfect opportunity to increase your skills, learn new information and experience a peerless networking opportunity. Experts from the trade share their areas of expertise to further your understanding.

Gail Brett Levine, GG
Executive Director



TUCSON CONVENTION CENTER

Maricopa Room
260 South Church Ave
Tucson AZ 85701

SATURDAY, FEBRUARY 1, 2014

8:00 - NOON

Certification Examination - Theory

8:30 - 11:30 AM

Emerald Treatments & Pricing Workshop

NOON - 5 PM

Registration Room - conference notebook, name badge and books & equipment

1:30 - 5:30 PM

Emerald Treatments & Pricing Workshop

SUNDAY, FEBRUARY 2, 2013

8:00 AM

Opening Remarks

Gail Brett Levine, GG, Executive Director

8:15 AM

Exotic Common Opals

Helen Serras-Herman, FGA

10:15 AM

Lions, Tigers and Hairs, oh my! Exotic

Organics in Jewelry Sindi Schloss, GG

1:30 PM

Gems on the Go: Tips from the Field

Edward Boehm, GG

3:00 PM

Gem Photography v. Reality

Tino Hammond

MONDAY, FEBRUARY 3, 2013!

8:00 AM

Opening Remarks

Gail Brett Levine, GG, Executive Director

8:15 AM

The Many Faces of Value Martin Fuller, GG

10:15 AM

Discovering, Marketing and Branding a

Gemstone Patrick Coughlin, GG

1:30 PM

What it takes to be a Gem Hunter

Gary Bowersox, GG

3:00 PM

How much is that bauble in the window?

Arthur Skuratowicz, GJG

5:00 PM

Members' Banquet!

ARIZONA

SUNDAY

Exotic Common Opals

There is a wide range of gem materials classified as Opals that do not show any spectral color flashes. What these Opals have is a striking body color- blue, pink, yellow, green, or stark white, and may show bands or stripes. Because they are not displaying play-of-color, they are usually referred to as “Common Opals” in contrast to their “Precious” cousins. Their beauty, though, should take them out of the “common” class and place them straight into the “*exotic, stunning, rare and unusual*” stratosphere.

Among these *Exotic Common Opals*, treasured by lapidaries and collectors alike, are the Blue and Pink Peruvian Opals, Blue Opals from Oregon and Arizona, Morado Opal from Mexico, Lace Opals from Utah, Dendritic White Opals, Lemon Opals, and various Green Opals from all around the world. They are all attractive, colorful and hard, often producing stunning scenic patterns. They are most desirable when set in jewelry, and customers tend to gravitate towards these “exotic” pieces.

Helen Serras-Herman, a gem artist and FGA gemologist with over 30 years experience in unique gem sculptures and jewelry art, will share with participants the various properties, qualities and values of these opals as gem materials and cut stones, pointing out the appealing incentive advantages for buyers and collectors. She will offer a unique insight into these unusual opals that may help you when evaluating such one-of-a-kind pieces.

Lions, Tigers and Hairs, oh my! Exotic Organics in Jewelry

Were you aware that adornment is considered by anthropologists to represent early hominine symbolic thought and let's face it - first fashion statements! The activity of complex thinking led scientists to describe these creatures as “modern man”. Evidence indicates that fashion began for our cave forefathers in the form of tiny, purposely drilled shells. A 2012 article suggests that Neanderthal wore dark feathers for adornment, catapulting them as a fashion forward species! The point? The use of objects from feathers to claws and other exotic organics has been popular for a very, very long time!

Join Sindi for a fascinating review and examination of exotic organics used in world cultural jewelry, estate and contemporary jewelry pieces, all of which help future identification of items encountered at estate sales, antique malls, and at auction. A loupe or magnifier might assist in your examination. Sindi will also bring the intriguing “coconut pearl”, the subject of her article seen in the NAJA spring 2013 newsletter

Assessing Gems on the Go: Tips from the Field

Through a colorful PowerPoint presentation, I will provide numerous practical field tips that will assist the lab gemologist in their daily pursuit of gemstone identification and valuation. I will also explain how I practice using portable instruments in the lab so that I am more confident when I am in the field. The identification focus will be on unique surface characteristics, inclusions, spectra, and other interesting optical characteristics. The valuation focus will be on actual examples of rough and cut gems I have acquired over the past few years.

Gem Photography v. Reality

How real are photographs of gems and jewelry? How often do you wonder if a photo is really showing a piece as you would see it in person? Achieving realism is the goal here. Or should be. Sometimes this requires photo retouching. Photoshopping. Faking it, if you will. We will discuss what elements make a photo look real and why that's a valuable thing for which to strive. By contrast we will also touch briefly upon some things that add pizzazz and which do not look real but make a piece look attractive.

MONDAY

The Many Faces of Value

There are many definitions of “Value” in the appraiser's world. Knowing when to use which definition can mean the difference between the victory and the agony of defeat in an appraisal assignment. This discussion will help you to understand the differences between the various definitions of value most commonly encountered in your appraisal practice, from liquidation to marketable cash to the ever morphing fair market value. You will leave this enlightening and very palatable sojourn knowing how to find the correct definition for your intended use in your jurisdiction.

Discovering, Marketing and Branding a Gemstone

Our industry is constantly evolving; social media, new marketing techniques, descriptive trade names (some deceptive), new treatments and simulants, which keeps us all on our toes. Join us for an informative lecture on creating a Brand for a beryl gemstone. From deep underground mining in a foreign country to marketing on cruise ships worldwide and the expense (and headaches) of protecting the new brand: “Emeryl Jewelstone.”

Patrick Coughlin, founder of Yellow Emerald Mining Company will set you on a roller coaster ride of the ups and downs of trying to create a market for golden beryl gemstones.

Why do “Brands” cost more than similar generic products on the market? Learn the intricacies and sometimes painful experiences of starting a brand from scratch. Whether you are considering branding a certain product, your business or yourself, this presentation is one you will take away some valuable lessons.

What it takes to be a Gem Hunter

For decades Gary has been an explorer, researcher, buyer of Central Asian Gem stones. During his exploring he has gained current knowledge of the Central Asian Gem mines and there production. With that knowledge he can tell you about buying Gems in Central Asia. Gemological testing is something that everyone can benefit from gaining significant information on. In Central Asia there are politics and appraising. Appraising Central Asian gemstones is a big deal. Is there a future in Central Asian gemstones? There is a lot of information that can help you figure that out.

How much is that bauble in the window?

Have you ever wondered what goes through the mind of a jeweler when they are pricing out a repair or custom job? I've heard anything from I use the Geller blue book to I just make it up like my Dad used to. Some jewelers work out their overhead expenses and assign time descriptions to every task. Other jewelers quote a price ambiguously by task title with no regard to effort and quality.

In this presentation we'll discuss several methodologies used to price out the labor costs associated with pricing jewelry. Particularly the time and effort needed in making or repairing jewelry profitable and relevant to their market.



Tax Deductible

Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses to improve or maintain professional skills (registration fees, travel and a portion of meals and lodging are included).

On-Site Registration Hours

Participants may pick up their conference notebook and name tag in the Greenlee Room, which also serves as NAJA's Exhibit Room starting Saturday, February 1st noon to 5 PM. Sunday, February 2nd, registration continues in the Greenlee Room, 7 to 8 AM. The NAJA Exhibit Room will also be opened during extended breaks & lunches and after the last session until 6:30 PM on Sunday and 5 PM on Monday.

Hotel Reservations

Due to the scarcity of hotel space, you need to make your reservations now. Travel reservations and a complete listing of the AGTA Preferred Hotels may also be found by logging onto <http://www.agta.org/tradeshows/gft-travel.html>.

What to Bring

Comfortable western casual

Loupe - because you don't leave home without it

Your NAJA membership card for registration at local shows (i.e., AGTA)

Special Workshop & Lab - Emerald Treatments and Pricing

This half day hands-on workshop focuses on commonly seen emerald treatments in today's market. PowerPoint presentation will cover detailed information on gemology of emerald, identification issues and the modern laboratory methods to identify the fillers. Attendees will examine emeralds treated by various methods and learn the practical techniques used in the field to recognize them. The degree to which an emerald has been enhanced is one of the major considerations when accurately pricing these popular gems. Tips regarding how to estimate the treatment level are also presented.

Value factors such as color, clarity and transparency are discussed based on the GemGuide pricing system. This workshop is developed and taught by Dr. Cigdem Lule. Emerald specimens have been specifically treated for this program to illustrate the common treatment types and levels of enhancement encountered in the market.

NAJA is sponsoring two (2) classes – morning and afternoon. It is the same content so you can choose which time period you'd like to attend. The \$225 tuition is for NAJA members only as part of the NAJA conference. Note: Please be aware that if NAJA members would like to take this workshop during GemFair, you will not be able to enjoy the special discount offered at conference. The workshop is limited to 10 attendees, each. Nothing to bring except your curiosity and enthusiasm - all materials will be provided!

Color Vision Test

The Munsell-Farnsworth color vision testing will be available only on Sunday, February 2nd. Fourteen (14) half hour appointments will be given on a first-come-first-serve basis. The fee for color vision test is \$45.00. **Be aware that color vision test is required of all members once every five years.**



REGISTER

Call 718-896-1536, NAJA office
Fax Fax this form to 718-997-9057 with your payment information
Email naja.appraisers@netzero.net
Mail: Mail the attached form with your payment to:
The National Association of Jewelry Appraisers
P.O. Box 18, Rego Park NY 11374-0018
Online: [Click here to pay via PayPal \(office@najaappraisers.com\)](http://office@najaappraisers.com)

Registration Fees

	Before 1/15	After 1/15
Member	\$395	\$445
Non Member	\$600	\$650
New Members & Conference fees for non-members (a savings of the \$25 processing fee)	\$590	\$640

Emerald Treatments & Pricing Workshop for NAJA Members ONLY!
Choose: 8:30 AM to 11:30 AM – 10 attendees
 1:30 to 5:30 PM – 10 attendees

Certification Testing \$50
February 1st, Saturday morning only

Color Vision Test \$45
February 2nd, Sunday only

Banquet for Guest \$55
February 3rd, Monday night

Total: \$ _____

Cancellation Policy:

Your registration fee will be refunded 100% if your written or faxed cancellation is received by January 15, 2014. Cancellations after January 15, 2014 there will be charged a service fee of \$125.

Your registration fee includes presentations for all two days, conference handouts, continental breakfasts, lunches, morning & afternoon coffee breaks with healthy snacks, and the February 3rd, Monday Members' Banquet.

Name _____

Company Name _____

Address _____

City, State, Zip _____

Daytime Phone _____

Fax _____

Email _____

I will ___ will not ___ be attending the Monday night Members' Banquet.

Payment Options:

Make your check payable to NAJA in US dollars or

Visa

MasterCard

American Express In the amount of \$ _____

Card No. _____

Expiration Date _____

Code _____

Address & Zip of Credit Card Holder
(if different from above) _____

Signature _____