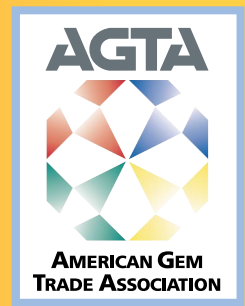


# prism

NEWSLETTER OF THE AMERICAN GEM TRADE ASSOCIATION



**L**aunched October 1, 2001, the American Gem Trade Association (AGTA) is offering jewelry professionals a convenient and affordable online education program brimming with valuable information about natural colored gemstones and cultured pearls.

## AGTA Launches Online Education Program

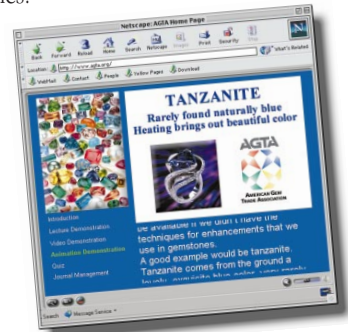
Web-based media allows jewelry professionals to review course material, complete a simple test and receive a certificate of completion all via the Internet from home or office—any time, day or night. "We know jewelry professionals have enormous demands on their time," said Douglas K. Hucker, AGTA's Executive Director. "By offering online education, we can help them save both time and money.

With access to convenient and affordable education, sales associates will naturally build their product knowledge. That knowledge

will build enthusiasm, excitement and ultimately, more colored gemstone and cultured pearl sales."

The first AGTA course to go live is "Selling Colored Gemstones." It is divided into easy-to-complete streaming-media modules, using the state-of-the-art technology in Real Player 8. Professionals can access the online courses through a link at [www.agta.org](http://www.agta.org) where they can register for the course and receive test results immediately after completion of the material. The online course takes less than an hour to complete and is offered at \$49.00.

The AGTA believes the Internet is a valuable communication and education tool. In the future, an assortment of online courses specific to various colored gemstone and cultured pearl topics will be made available. •



## MEMBER PROFILE

### Dear Friends and Associates,

**I**t is with deep regret that the AGTA Board of Directors share the news of the passing of Leon Ritzler. Leon was one of the founders of the American Gem Trade Association and was its first president. With his foresight and commitment he was able to pioneer a new level of recognition for colored gemstones within the industry. The first AGTA headquarters was at Leon's home and office. During those early years, constant telephone calls and endless hours were spent organizing the ideals of the Association that guide us today. Our Tucson trade show began in 1980 under Leon's leadership and it has grown to become the leading colored gemstone show in the world.



Leon Ritzler had a varied career. Years ago, he owned a retail store in Glen Rock, NJ that he ran with his mother. Later, he dealt in all types of loose colored gemstones on the wholesale level. He also bought and sold diamonds, watches and estate jewelry.

*(continued on page 2)*

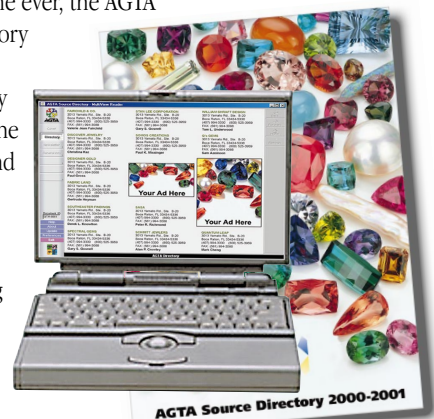
## AGTA Introduces Electronic Version of 2002-2003 Source Directory

*AGTA members are invited to get in on the ground floor of this new project with unique opportunities that will put advertisers on center stage in this cutting edge media.*

**F**or the first time ever, the AGTA Source Directory will be made

available electronically via a CD ROM... but the traditional, printed and bound Source Directory that you've been accustomed to, is by no means going away! It will continue to be printed and

*(continued on page 7)*



# Letter From The AGTA President

**D**ear fellow members of AGTA, it has been only weeks since the horrendous attack on America. This event has changed so many things about the way we each live, the way we work and even perhaps the future of AGTA. For those of us who live in and around NY and Washington D.C. the difference in attitude is palpable. Speaking to friends and associates around the country, the unease is nearly as strong. I am certain that all of us have heard from acquaintances around the world expressing shock and disbelief that this happened in the U.S. and further expressing heartfelt concern for our well being, well beyond any business relationship.



*Richard Greenwood,  
AGTA President*

It's here in the U.S. that we all make a living and we have a moral obligation to do what we can to assist in the healing process. For those who are able, it's time to donate to a charity or cause of your choice. The issue of what action may be taken as an Association will be discussed at our Board meeting in October.

It is also a time not only to assess where we are, but to also look forward to the future. I want to assure you that the Association will move ahead with its activities, as planned.

The AGTA online education program is up and running. We ask each of you to take the course and consider the possibilities it opens up. Why not give a gift of the course to your customers and staff? The better they understand colored gemstones, the more they will sell your products. You can find the course, 'Selling Colored Gemstones' at a link on our website at [www.agta.org](http://www.agta.org).

We continue to explore how AGTA can help its members find additional opportunities to sell their goods. Discussions are ongoing with the Southern Jeweler Travelers Association in Atlanta to review the feasibility of putting an AGTA pavilion in the Summer Atlanta show. With many people, there is newly felt anxiety about flying and regional shows may gain in importance. The response to the AGTA presence at the JA Show in NY in July/August was encouraging.

The GemFair in Tucson continues to be our strongest spotlight. The conservative expansion that the Board approved is proceeding. We expect to make additional use of the Arena area in 2002 with the upstairs Ballroom being used for AGTA's education, special events and promotional opportunities. An ad-hoc committee has been formed to deal with the ongoing concern amongst our exhibiting members about the booth sharing that has taken place in the past. A clarification of the rules, along with a well defined set of personnel requirements is being developed and will be sent to all exhibitors well in advance of the show. This, along with a stringent application of penalties for violations, should clear up this problem at

*(continued on page 6)*

## Dear Friends and Associates cont...

*(continued from front page)*

Leon was a very knowledgeable man who always took the time to answer questions and in doing so, was a mentor to many others. He understood the needs of the entire industry.

Unfortunately, Leon suffered from ill health for the past 15 years and this greatly affected his ability to work successfully in the industry he loved.

Following emergency heart surgery in June there was no hope for his recovery.

Leon is survived by his wife Beverly and three children, Jacob age 22, Shoshana age 19 and Samara age 13. He is also survived by his sister Carol.

A fund is being established to assist with the educational expenses for Leon's children. We ask for your generous support. Please make contributions payable to: Leon Ritzler Memorial Education Fund. Any questions can be directed to Ray Zajicek at (972) 250-2055.



*Samara Ritzler was born on November 16, 1987. Samara is 13 years old and entering 9th grade this fall. Her interests include dance, softball, fashion and of course AOL and boys. Samara has also just made her high school dance team. They are National Champions, have appeared on ESPN, and will be going to Orlando, Florida next March to compete in this year's NDA competition. Samara is caring, giving, sensitive and loving, just like her dad.*

*Samara is extremely close to her sister Shoshana who is a student at the University of New Hampshire. Shoshana is majoring in Communications with a minor in dance. Their brother*

*Jacob has just graduated from Washington College with honors in International Relations. He has temporarily moved home in order to give support and guidance to the family.*

**Contributions can be sent to:  
Leon Ritzler Memorial Education Fund  
c/o Michael Avram  
PO Box 381 W.O.B.  
West Orange, NJ 07052**

Leon will be greatly missed by all who knew and loved him. May he rest in the house of Zion forever. •

Richard Greenwood  
President AGTA

Nanette Forester  
Past President AGTA

Ray Zajicek  
Past President AGTA

## A Color Celebration

I am pleased to share the marketing materials that have been created recently for the AGTA.

Our Tucson campaign this year focuses on the excitement of color. "A Color Celebration" is the reoccurring message found in all of the materials created for 2002 GemFair. Our ad is running in six trade publications between the months of September 2001 and January 2002. Our direct mail campaign includes a series of four postcards. Each will mail to over 17,000 potential buyers. Postcards will be mailed during the months of October, November, December and January. Other exciting GemFair promotions include a postcard insert in the December issue of *JCK* magazine and a poly-bagged insert with the December issue of *Canadian Jeweler*.

Our AGTA Gemological Testing Center ad made its debut in September 2001. You will find the ad in *Modern Jeweler* and *JCK* magazine. We were very excited to get the message out that lab reports are extremely important to consumers. The AGTA GTC is also expanding their programs and services including educational tracks. Exciting information will be sent to you very soon!

We also want our members to know that promotional items are available for purchase. We developed these materials to provide retailers with a comprehensive and effective means of communicating colored gemstones to consumers. Our brochure ad has run in *Modern Jeweler* and several state JA directories. Keep in mind we have many other products available including postcards, brochures, posters and *Color Everlasting* counter books. Our materials are high quality, four-color and available in small quantities.

We have plans for many other exciting projects to promote colored gemstones, cultured pearls and colored gemstone jewelry to the consumer. I will keep you apprised of our progress in future AGTA NewsFlash editions and Prism Newsletters.

Elizabeth Holt  
Marketing Manager



## Notes From AGTA Executive Director

As we enter the fall selling season, our Board of Directors and the entire staff is busily involved on several fronts to fulfill our goals of promoting our members and their products to the industry and to the consumer.



Douglas K. Hucker,  
AGTA Executive Director

Our most recent priority has been to greatly expand our advertising and direct mail campaign to attract more and better-qualified buyers to our annual GemFair in Tucson. This month you will begin seeing the 'Color Celebration' ad campaign that will appear in a comprehensive group of industry publications including *JCK*, *Professional Jeweler*, *Modern Jeweler*, *Canadian Jeweler*, *AJM Magazine*, and *Colored Stone Magazine*. The ad campaign will be supplemented with direct mail targeted to the kinds of buyers you want to see at the GemFair. We have also developed an excellent array of marketing aids to assist you in contacting your customer's to encourage them to attend. Be looking for the new Exhibitor Marketing Kit that should be reaching your office soon.

Supplementing our Tucson GemFair outreach will be an advertising insert and direct mail campaign designed to increase the awareness of our Association and its members to the industry at large. The campaign is centered on the foundation elements of the AGTA, from membership, educational programs, trade shows, and the services and benefits provided by the Gemological Testing Center. The campaign is designed to reinforce the substantial benefits that natural colored gemstones and cultured pearls bring to the success and profitability of our customer's businesses and the compelling reasons for doing business with AGTA members.

Certainly, our most successful tool in reaching our customers has been our Association Source Directory. You have recently received documents encouraging you to update your company information in preparation for the 2002-2003 publication that will be introduced at the Tucson GemFair in February. This year, we will also introduce an Electronic Source Directory, which utilizes state of the art technology and provides you an opportunity to continually update your Source Directory information, including advertising and product information, insuring that your customers continually have access to the most current information about you and your company.

This month saw the opening of the new office space for our Gemological Testing Center in New York. The new space, which is located on the fifth floor of the building we were already occupying, provides the laboratory with the room that was critical for its continued growth. It also will include space for our Association members to have meetings while in New York and for the new educational seminars that our laboratory Director, Ken Scarratt, will be introducing early next year. Our extensive consumer research has shown us that the consumer reacts very positively to a GTC report when making their colored gemstone jewelry buying decisions. Make sure you benefit from this powerful selling position by submitting your important gemstones and pearls

(continued on page 6)

## Madagascar Ruby Information from the AGTA GTC

Located 300 miles off the coast of Africa, the nation of Madagascar is the fourth-largest island on the planet. The population exceeds 15 million people. The capital city is Antananarivo.

Reports of gem quality rubies from Madagascar have been circulating for the past several years. In the August 1998 issue of *JCK Magazine*, Gary Roskin reports that the then recently discovered rubies show “a strong saturated, slightly purplish red” and that “they lack the vivid pink red of Burmese stones.”

Until recently, very little of this material has reached the US market place. This is now changing, and at AGTA-GTC we have had the opportunity to examine and assemble chemical and other data from rubies emanating from at least three mining localities on this island that is now famous for its abundance of gem materials.

Both unheated and heated material has been examined. At the New York facility of AGTA-GTC, unheated Madagascar rubies supplied by Joseph Menzie have been examined and in terms of quality, were said to be representative of the top 7 to 8% of production. During the JCK show in Las Vegas at the beginning of June, numerous samples of Madagascar rubies were brought for examination to the AGTA-GTC travelling laboratory facility. Dealers at the JCK show were selling both unheated and heated material. In particular Michael Couch and Associates displayed a wide range of heated

Madagascar rubies (as well as a full range of heated fancy color sapphires). Tom Cushman had a range of both

heated and unheated from all the mining areas as well as interesting uncut specimens. While Lewis Allan provided the largest unheated stone for examination, this weighed 8.06ct.

The ruby now reaching the US market comes from two and possibly more new localities to the east and north-east of the island's capital city, Antananarivo. The two thus far named are Vatomandry and Andilamena. The locality at Vatomandry is reported to produce the better quality material while in Andilamena corundum in general is more abundant. For the stones thus far examined at AGTA-GTC the color has been variable (figure 1).

The unheated faceted Madagascar rubies thus far examined at AGTA-GTC in both New York and Las Vegas have ranged in size from 1.26ct. up to 8.06ct. while the heated stones have ranged from 1.01 to 1.37ct.



Figure 1



Map of Madagascar showing two of the new ruby mining areas (red circles).

### Normal Gemological Properties

The gemological properties recorded for the stones examined were normal for rubies with a highish iron (Fe) content. The observed absorption spectrum was typical for ruby with both the normal lines due to chromium (Cr) in the red, the absorption of the yellow-green, as well as the 476.5, 475, and 468.5nm lines. The refractive indices were around normal at 1.763 -1.771, and the UV fluorescence was only a moderate red under long wave and the stones were inert under short wave. The dichroic colors are purplish red and orangish red.



Figure 2



Figure 3

### Inclusion scene

The inclusion scene is rich in content and, in general, is unlike rubies from other localities. It consists in the main of long intersecting needles and what often has the general appearance of “breadcrumbs” at 10x magnification (Figure2), which at higher magnifications reveals itself as groups of slightly rounded crystals. Using micro-Raman spectroscopy, we have

identified these crystal inclusions as being zircon (Figure 3). This inclusion combination appears to be characteristic of these rubies from Madagascar.

When heated, the inclusion scene in these Madagascar rubies is sometimes added to by the presence of glassy “residues” from the heating process (Figures 4 and 5) and the alteration of some preexisting inclusions. These include those that may have been only slightly altered, e.g., boehmite rods (Figure 6), and brownish crystals of rutile (Figure 7). Other preexisting inclusions may be dramatically altered by the heating process, such as the unidentified crystal in Figure 8 that appeared to have “exploded.”

On the other hand, many preexisting inclusions seem to be largely unaltered by the heating process. These include the previously mentioned zircon crystals (Figure 3) and crystals of apatite (Figure 9). The needles of rutile also seem to be unaltered by the heating process (Figures 10 and 11) and this is disturbing news to many dealers and gemologists alike - for the alteration or dissolving of these needles has been used as a guide to whether or not corundum from other localities have been heated or not.

## Chemistry

Chemical data was collected for the majority of the stones examined for this report. The data was collected using an EDAX DX95 energy dispersive x-ray fluorescence unit and trace element (specifically Chromium (Cr), Iron (Fe), Titanium (Ti), Vanadium (V), and Gallium (Ga)) data was targeted. The chemical data revealed relatively high concentrations of iron, which conclusively separates them from Burmese rubies.



Figure 4



Figure 5

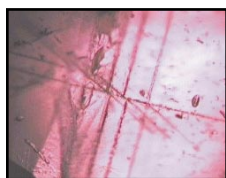


Figure 6



Figure 7



Figure 8

## Conclusions

With the discovery of rubies on Madagascar, this gemstone rich island has surprised the gem community yet again. Now that it is available to the market in New York and elsewhere in the U.S., dealers will be pleased to realize that this ruby is available both as heated and non-heated material. However, everyone should be aware that the observation of intersecting rutile needles in a Madagascar ruby does not preclude it from being a heated stone.

The inclusion scene associated with this new ruby is characteristic, particularly the clusters of zircon crystals, and this along with its distinctive chemistry should allow this new ruby to be identified as coming from Madagascar. •



Figure 9

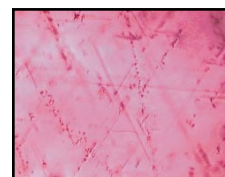


Figure 10



Figure 11

**Figure 1** - Oval 3.20ct, Oval 1.65ct, emerald cut 1.35ct, Pear shape 1.26ct, Heart 2.02ct

**Figure 2** - Fine rutile needles interspersed with groups of crystals that have a “breadcrumb-like” appearance at 10x magnification - in an unheated ruby from Madagascar.

**Figure 3** - At higher magnifications the groups of crystals that have a “breadcrumb-like” appearance at 10x reveal themselves as individual rounded crystals. These have been identified as zircon by micro-Raman spectroscopy.

**Figure 4** - A “lake” or thin film of glassy residues from the heating process contained within a fissure in a heated Madagascar ruby.

**Figure 5** - Glassy residues from the heating process, seen here in the form of a network of droplets, contained within a fissure in a heated Madagascar ruby.

**Figure 6** - Slightly altered by heat these Boehmite rods are located at the intersections of twin planes. Seen here in a heated Madagascar ruby.

**Figure 7** - Rutile crystals which appear slightly altered by the heating process, in a heated Madagascar ruby.

**Figure 8** - An hexagonal outlined crystal that “exploded” during the heating of this Madagascar ruby.

**Figure 9** - Crystals of apatite in a heated ruby from Madagascar.

**Figure 10** - Fine rutile needles that appear to be largely unaltered by the heating process, seen here in a heated Madagascar ruby.

**Figure 11** - Fine rutile needles that appear to be largely unaltered by the heating process, seen here in a heated Madagascar ruby.





## Letter From AGTA President Cont... *(continued from page 2)*

Tucson GemFair as well as our other shows.

The Gemological Testing Center is an ever-increasing part of the AGTA picture. August was one of the busiest months in the lab's short history. It seems that the secret may be getting out. Gemstones accompanied by an AGTA-GTC report sell far better than without a report. We urge each of you to send a minimum of just two gemstones per month for certification. Those who have not yet used our laboratory should make it a point to do so soon. This minimal investment on your part will benefit you directly and strengthen the Association as a whole. The results will prove themselves.

This month finds Ken Scarratt and his staff at the GTC unpacking and finding their way around the new offices. Our lease expired on our existing space and was not renewable. The new

space, which is in the same building, will offer better facilities and also the opportunity for educational seminars. Lectures to be given by Ken Scarratt will start early next year and the plan is to use these lectures at other locations around the country.

Overall, the financial picture of the organization is solid. Our audited financial reports are complete for the last fiscal year and they reflect a modest growth in the organization's net assets as well as strong progress in all of the organization's efforts in promoting our members, their products and the Association.

Sincerely,

Richard Greenwood  
President  
American Gem Trade Association

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## Notes From AGTA Executive Director Cont... *(continued from page 3)*

for reports as we approach our most important selling season.

The Color Seal of Confidence program, which we announced in June, is well under way. We have introduced two very critical components of this consumer outreach program. The first is an Online Seminar called 'Selling Colored Gemstones, the Basics.' It is available on our website at [www.agta.org](http://www.agta.org), and is designed to teach entry-level sales associates the basics of colored gemstone jewelry sales. The course is a non-technical introduction to gemstones and is intended to make sales associates more comfortable with our products as well as to prepare them for the common concerns their customers often have when making a purchase. We recommend that all of our members take advantage of the course and hope that you would encourage your clients to do the same. Additional courses are in development focusing on specific gemstones and gemstone related issues.

The second CSC component is a nationwide public relations campaign centered on our products and our Association. Monthly articles touting the romance and desirability of natural colored gemstones and cultured are being distributed to the consumer press, consumer magazines and electronic consumer media outlets. In addition, a nationwide forum, in which consumer editors search for experts in different fields, will begin featuring AGTA as the prime source for information relating to colored gemstones. This will help accomplish the goal of getting our message across to the consumer

We are currently investigating consumer advertising opportunities and are developing a Color Seal of Confidence co-op advertising program that should be ready for the first

quarter of next year. We are very excited about the vast potential of this consumer program and will be updating you as we make continued progress. We will be contacting you to discuss how you can become directly involved in the CSC program.

In our ongoing efforts to develop better communication with the membership and to make sure the industry and our members are well aware of the programs and projects the AGTA is pursuing, we have just launched our trade side of the AGTA website. The site will host a variety of information pertinent to the trade and our members. Some of the content will include recent Prism Newsletters, advertising and registration information for our trade shows, GTC laboratory services and price schedules, AGTA office contacts, Board of Directors listings, marketing materials and links to our Electronic Source Directory. Take a minute to visit the new trade side of the AGTA website. It is password protected, using Polygon Tradelock, so if you need help in obtaining a password visit [www.polygon.net](http://www.polygon.net).

I would like to conclude by thanking the Board of Directors for their tireless efforts in driving the growth and success of this Association and to personally thank each of you for the continued support you each provide as members of our Association. I wish you all good health and continued success in the coming months.

Sincerely,

Douglas K. Hucker  
Executive Director  
American Gem Trade Association



# New AGTA Members

## AGTA Introduces Electronic Source Directory... (cont. from front page)

mailed to all those in the industry who might be buyers from AGTA members. Gem and jewelry trade members will be able to install the AGTA Electronic Source Directory free of charge and even to freely share the CD with others who want the program. A



brief registration process when the application is first installed, allows AGTA to know who is using it.

We are very excited about the potential of the Electronic version of the Source Directory. As good a tool as it is for producing leads and sales for AGTA members, there has always been one major problem: as soon as it is fixed in printed form, the current



Source Directory starts going out of date. Perhaps the best feature of the application, and the way we'll avoid this printed obsolescing, is a "refresh" feature found in the program that will automatically update only new information about AGTA members. This process is automatic for all those who have access to the Internet, but the program works just as well for those without Internet access. Additionally, the Electronic Source Directory features numerous ways to search for suppliers, zooming roll-over options for easy readability and the ability to activate both Web and email addresses.

**A limited number of advertising spaces are available. For more information on 1/4 page and 1/2 page display ads, contact Elizabeth Holt at AGTA - (800) 972-1162 or (214) 742-4367.**

### Firm

Jason Penn Designs, LLC  
Jason Penn  
Tucson, AZ

Prijems, Inc.  
Jay Shah  
Los Angeles, CA

Grace Gems, Ltd  
Nikhil Agrawal  
New York, NY

Tosco International Inc.  
Asit Shrimal  
New York, NY

Robert E. Kane  
Fine Gems International  
Helena, MT

Moon Shaikh  
Artgems, Inc.  
Mesa, AZ

Barbara Manojlovich  
The World of Gems  
Little Switzerland, NC

Issac Cohen  
Issac Gem International Corp.  
New York, NY

### Manufacturing Affiliate

A & F Gem Corp  
Faramarz Hakimian  
New York, NY

Van-Lachman Styling  
Chris Lachman  
Los Angeles, CA

Loree Rodkin Mgmt., Inc.  
Loree Rodkin  
Beverly Hills, CA

John/Christine Designs  
Christine Strobel  
Madison, WI

Leann Feldt  
Noble Metals Ltd.  
Madison, WI

Rodney Rahmani  
Brilliant Stars  
New York, NY

Rodney L. Keeffe  
Midwest Atlantic Corp. dba  
Atlantic Gem & Pearl  
Jacksonville, FL

### Manufacturing Affiliate Cont.

Chase Bailey  
Melting Point Precious  
Metal Casting, Inc.  
Vashon, WA

Sabina Bilinsky  
Steinel Normaien  
Shelton, CT

### Retail Affiliate

Adeler Jewelers  
George Adeler  
Piney Flats, TN

Clyde's Jewelers  
James V. Nelson  
Green Bay, WI

Steven M. Morse  
Van Rensselaer Jewelers  
Billings, MT

### Company Name Changes

Was: MHR Estate & Fine Jewelry,  
New York, NY  
Now: Sell Jewelry,  
New York, NY

Was: Swarovski Crystal  
Components, Cranston, RI  
Now: Swarovski North America,  
Cranston, RI

Was: A-B Lasers, Inc.,  
Boxborough, MA  
Now: Rafin-Baasel Inc.,  
Boxborough, MA

### Member of Record Changes

Was: Ajay Jain, Cosmos Gems  
LLC, New York, NY  
Now: Gopal Agrawal,  
Cosmos Gems LLC,  
New York, NY

Was: Randall C. Wiese,  
Michael Couch & Associates,  
Fort Wayne, IN  
Now: Michael Couch,  
Michael Couch & Associates,  
West Des Moines, IA

Was: Sy Arnstein, Walter Arnstein  
Inc., New York, NY  
Now: Michael Arnstein, Walter  
Arnstein Inc., New York, NY



# The World's Premier Gemstone Event

For Information On GemFair Or Membership In AGTA Call 800-972-1162 • [www.agta.org](http://www.agta.org)

## Trade Show Opportunities

<b>AGTA GemFair in Tucson</b>	<b>February 6-11, 2002</b>	The main source for natural colored gemstones in North America. (Qualifying affiliates may also exhibit).
<b>EXPO NY</b>	<b>March 10-12, 2002</b>	AGTA has a pavilion for Firm members who want to meet and sell to the manufacturer. Great opportunity to meet the manufacturing market.
<b>JCK Show - GemFair, cultured pearl, jewelry pavilion</b>	<b>May 31-June 4, 2002</b>	AGTA has over 225 members exhibiting in their pavilion with exposure to qualified retail jewelers. (Qualifying affiliate members may exhibit).
<b>JA New York</b>	<b>July 28-31, 2002</b>	AGTA has over 40 members exhibiting in the AGTA colored gemstone pavilion. We are planning a larger pavilion in 2002.
<b>SJTA (Atlanta) Show</b>	<b>August 2-4, 2002</b>	Over 80 AGTA Firm members are on a wait list.



**Remember, nowhere else in the world can such inventory and selection of loose colored gemstones, cultured pearls, finished jewelry and important industry contacts be found under one roof than at AGTA's GemFair.**