

ePRISM

American Gem Trade Association

AGTA ePRISM Advertising Schedule

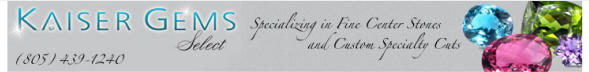
AGTA has been producing ePRISM internally for over a year now and it has been a huge success! We have increased the number of subscribers from 7,800 to 19,000, and have significantly decreased the advertising rates!

Check out the rates below:

<u>Ad Type</u>	<u>New</u>
Leaderboard	\$4000 SOLD
Top Banner	\$3000 SOLD
Skyscraper	\$3000 SOLD
Skyscraper 2	\$2000 SOLD
Skyscraper 3	\$2000 SOLD
Product Showcase	\$2500 SOLD

All pricing for 13 weeks – 90 day cycle

The life-cycle of the ads vary so please contact Melanie Mondoy at melanie@agta.org or 800-972-1162 to check availability.



Leaderboard



Former AGTA President Shire passes

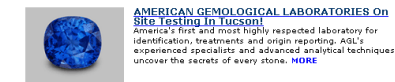
The members of the American Gem Trade Association join the entire jewelry industry in mourning the passing of Maurice Shire, this past Saturday. Maurice was a founding father of the AGTA and served for many years on our Board of Directors and as our President from 1987 to 1988. Maurice was a tireless advocate of ethics and professionalism; he was a man who displayed unbridled passion for his gemstones, his friends, and his family. [MORE](#)



Harvard comes to Conclave 2010: AGS Conclave features Harvard Business School professors

The Revolution continues for the American Gem Society. Expanding on the theme of "Revolution" for the 2010 Conclave in Boston, the AGS has announced that two leading Harvard Business School (HBS) professors will be teaching workshops that give participants not only a hands-on experience with the HBS curriculum, but will teach them bold new ways to conduct business. [MORE](#)

GEM Awards 2010 honors jewelry retailers and Madeleine Albright
Former U.S. Secretary of State Dr. Madeleine K. Albright received the GEM Award for Style at the Jewelry Information Center's (JIC) eighth annual GEM Awards gala in New York City. The evening also included The National Jeweler's Retailer Hall of Fame, which inducted Richard Eisenman, Robert Rottenberg and Jon Bridge. Tina Brown, editor-in-chief of *The Daily Beast*, presented Albright with her award. [MORE](#)

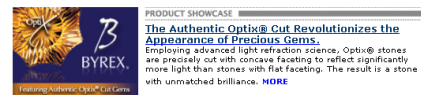


JSA awards two for helping reduce industry crime

The Jewelers Security Alliance (JSA) presented awards to two individuals for their help in fighting industry crime this past year. David Cornstein, chairman of JSA, presented the 12th Annual James B. White Award for Law Enforcement to deputy chief Jeff Ross of the Northbrook, Ill., police department. Cornstein also presented JSA's Fifth Annual Industry Service Award to Ivy Cutler, coordinator of the records department in the GIA Laboratory in New York. [MORE](#)

Kaszirer Diamonds' stock of fancy color goods to be auctioned

The stock of Kaszirer Diamonds will be auctioned on Monday, Jan. 18 at the Antwerp Diamondclub. The stock includes fancy color polished diamonds in round and fancy cuts as well as several lots of polished and rough diamonds. The diamonds vary in size from 0.5 carats up to 3.00 carats. [MORE](#)



CIJT student's achievement recognized

The California Institute of Jewelry Training (CIJT) in Sacramento, California, has announced that student Gwendolyn R. Rankin of Petaluma achieved the highest honors awarded by the Canadian Gemmological Association for the year 2009. CIJT is an allied teaching center for the Canadian Gemmological Association and a member of AGTA. [MORE](#)

China to look into AP report of cadmium in jewelry

China's product safety agency will look into findings that dangerous levels of cadmium are being used in exports of children's jewelry, a Chinese official said following growing concern in the United States about the products. Attending a toy safety conference in Hong Kong, the official said that his agency only just learned of findings in an Associated Press investigation and would examine the findings on cadmium contamination. [MORE](#)



D. Sarras Gems Limited donates fine gemstones to museums

D. Sarras Gems Limited, a wholesale dealer of fine gemstones, has donated a selection of fine gemstones to two different U.S. museums. A 46.16ct. barrel-cut Peridot was presented to the National Museum in Washington D.C. and six tourmalines were donated to the Cincinnati Museum Center in Cincinnati, Ohio. [MORE](#)

Protecting your company's good name

While most people believe it was an iceberg that caused the Titanic to sink, recent research tells us that in fact, it was a series of bad decisions by the shipbuilder. These decisions led to substandard parts failing when the Titanic hit the iceberg, resulting in the ship's demise. Today, companies have robust risk prevention systems to avoid these kinds of corporate "shipwrecks," but unfortunately, most managers and employees don't follow them. [MORE](#)



Skyscraper

