



AMERICAN GEM TRADE ASSOCIATION

2012 AGTA GemFair™ Seminar Program DVD-Rom Now Available

The AGTA recorded 26 seminars in the AGTA GemFair™ Seminar Program in Tucson using technology that combines the audio recording synched with the speaker's PowerPoint presentation. The DVD-Rom makes a great reference or can be used to educate associates on current issues and trends. The Association is distributing free copies of the seminar DVD-Rom to every AGTA Member company and is making the recordings available to non-members for a nominal fee of \$50.

The following sessions were recorded and are included on the DVD:

- ◆ **Gemstones with Stories to Tell**, Alan Hodgkinson, Alan Hodgkinson F. G. A.
- ◆ **Andesine from Tibet, Inner Mongolia & Oregon: A Panel Discussion**, Dana Schorr moderates
- ◆ **Keys to Selling More Color**, Adam Graham, American Gem Trade Association
- ◆ **Your Passport to Pearls**, Kathy Grenier, Cultured Pearl Association Of America moderates
- ◆ **Concepts in Gemstone Photography**, Tino Hammid, Tino Hammid Photography
- ◆ **Secrets of Selling Colored Gemstones at Retail**, Nancy Schuring, Devon Jewelers
- ◆ **Challenges and Opportunities Facing Artisanal and Small Scale Mining**, Pat Syvrud on behalf of The Diamond Development Initiative
- ◆ **Employment Law You Need to Know**, Suzan Flamm, Esq., Jewelers Vigilance Committee
- ◆ **Trending Now for Tucson: Color News**, Richard Drucker, Gemworld International, Inc.
- ◆ **Assessing Value in Designer Cut Gems**, Clay Zava, Zava Master Cuts
- ◆ **It's All About the Numbers – Financial Success Through Benchmarking**, David Peters, Jewelers of America
- ◆ **Establishing Gemstone Grades, Diamonds and Colored Gems**, Gary Roskin, Roskin Gem News
- ◆ **Building Employee Confidence for Better Sales Performance**, Diane Flora, American Gem Society
- ◆ **Practical Business Ethics for Retailers Who Sell Colored Gemstones**, Susan Posnock moderates
- ◆ **How to Buy Estate Well Over the Counter**, Cathy Calhoun, Calhoun Jewelers
- ◆ **The Palladium Profit Advantage**, Kate Peterson, Performance Concepts for Palladium Alliance International
- ◆ **Fair Trade: Become a Part of the Solution**, Earl Allen and Eric Braunwart, Columbia Gem House
- ◆ **European Museum Collections of Gems, Minerals, and Jewelry**, Denise Nelson, Inner Circle
- ◆ **Colored Gems and Your Public Speaking Create Business Opportunity**, Jim Fiebig, Josephs Jewelers
- ◆ **Everything You Need to Know to Market Colored Stones & Pearls**, Rick Arnemann, Harmon Group
- ◆ **Innovative Approaches to Selling in Today's Bridal Market**, Kate Peterson, Performance Concepts for the Diamond Council of America
- ◆ **Copper Trails – Visiting Inspiring Arizona Copper and Gold Mines**, Helen Serras-Herman, Gem Art Center
- ◆ **Niche Pearl Producing Countries**, Elisabeth Strack, Gemmologisches Institut Hamburg
- ◆ **Against All Odds: Winning When the Outlook is Uncertain**, Bill Gallagher, Lori Bonn Designs
- ◆ **Increasing Sales with Exotic Gems**, Renee Newman, Renee Newman
- ◆ **Insurance Needs for the Retail Jeweler**, Patrick Drummond, Jewelers Mutual Insurance Company
- ◆ **Adventures in Gemstone Mining**, Edward Boehm, RareSource

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