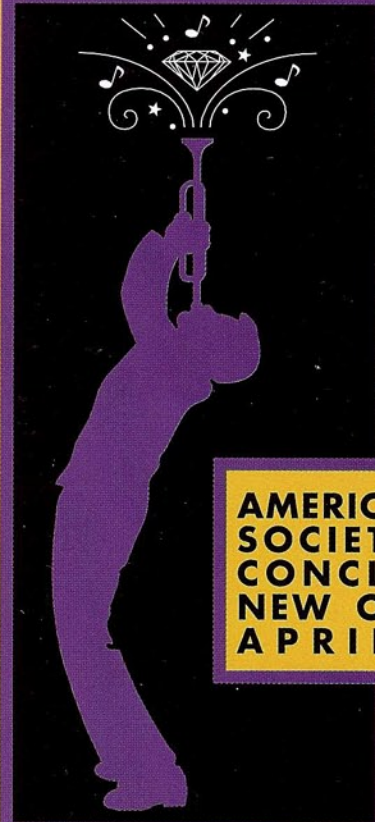


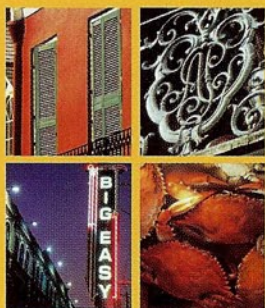
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CONCLAVE**



**AMERICAN GEM
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CLASS SCHEDULE

exciting new pearls now available. These editors from Modern Jeweler bring you the latest news on pearl supply and demand.

Time: 11:00am - 11:50am

#17 The 4 C's of Selling

Orley Solomon, Ben Bridge Jeweler, Seattle, WA

For course description, see Class #13.

Time: Noon - 12:50pm

#18 How to Manage Training

Diane Warga-Arias, DPS, New York, NY

For course description, see #15.

Time: Noon - 12:50pm

#19 Building a Collector Clientele

Cynthia Marcusson, Cynthia Renée Co., Fallbrook, CA



Repeat sales are yours when you focus on building a collector clientele. Marcusson explains the strategies and the language which will work to help you turn the one-time purchaser into a fine jewelry collector.

Time: 1:30pm - 2:20pm

#20 In the News with New York Diamonds

Russ Shor, New York Diamonds & JCK, Radnor, PA



One of the industry's premier diamond experts and editor of *New York Diamonds*, Russ Shor presents the latest news regarding the New York

Diamond market.

Time: 1:30pm - 2:20pm

CLASS SCHEDULE

#21 Canada's Promotion of the Year: Gem Talk

John Nash, Nash Jewelers, London, Ontario, Canada



Turn \$5,000 into more than one million dollars of radio, television, and newspaper coverage. Join us as John explains his Gem Talk and Gem Camp programs, and discover ways to make media work for you.

Time: 2:30pm - 3:20pm

#22 GIA - Modeling the Appearance of a Round Brilliant Diamond

Ilene Reinitz, GIA, Carlsbad, CA



GIA researchers have developed a mathematical model for the interaction of light with a round brilliant diamond to address widespread trade questions concerning cut. Faceted diamond appearance depends on many factors which are difficult to examine separately (lighting, symmetry, observation geometry, proportions of the diamond, etc.). A mathematical model is an enormously useful tool for exploring diamond appearance. In this talk, the model will be presented, and the results on brilliance and fire discussed.

Maximum 120 attendees.

Time: 2:30pm - 3:20pm

#23 Profitability from Fine Make Diamonds

Maarten de Witte, Di-Star, Boston, MA



Diamonds continue to be the significant category for independent jewelers. Profitability depends on offering your customer fine make diamonds which help you establish your unique position in your market. Focusing on value is consistent with marketing strategies affirmed by the AGS jeweler.

Time: 3:30pm - 4:20pm

CLASS SCHEDULE

#24 GIA - Advanced Diamond Clarity Grading

Diana Flora, GIA, Carlsbad, CA

For course description, see #9.

Maximum of 30 attendees.

Time: 3:30pm - 5:20pm

#25 Managing a Profitable Repair Department

Brad Simon, Institute for Bench Jewelers, Spartanburg, SC



Last year's session on profitable repair departments offered specifics about relating time and skill to repair department charges. In this session, the charge is to increase profitability by considering how you manage your department and determining the value of the work beyond mere costs.

Time: 3:30pm - 5:20pm

#26 GIA - Update on Clarity-Enhanced Emerald

Mary L. Johnson, GIA, Carlsbad, CA



Since late 1997, GIA has undertaken a major study of clarity-enhanced emeralds. GIA has examined over 250 gemstones, treated with nine representative enhancement materials and then subjected to 12 durability tests, focusing on two questions. How does a particular enhancement medium affect the stability of the appearance of a treated emerald under various wear conditions? How can such enhancements be distinguished using gemological or additional testing techniques?

Maximum 120 attendees.

Time: 3:30pm - 5:20pm

#27 Overcoming the Top 10 Display Mistakes

Larry Johnson, Presentation Box and Display, Pawtucket, RI



Display mistakes confuse your message and your customers. Learn what the top ten display mistakes are and what measures you can take to correct them.

Time: 4:30pm - 5:20pm

