

Las Vegas, July 25-28

JW Marriott Resort & Spa

ASA International Conference Gems & Jewelry Program



**Jeff Appling,
Designer**

“Breaking Big Brands - New Pathways in Jewelry Design”

The future of contemporary jewelry design in sales and innovation is sweeping the USA and the rest of the world. As art meets science, American ingenuity is pushing the jewelry movement forward.

As the jewelry consumer becomes more aware of his/her individuality, the big brands are suffering from the over-population of like kind products and cookie-cutter copying. Jewelry design is becoming more playful, and while still luxury inspired, it is gaining momentum over brand-only products.

Learn:

- The direction of the new contemporary design movement
- How science meets art and how both are revolutionizing our industry

Born and raised along the central coast of California . . . Jeffrey’s artistic and powerful work reflects all that is expressive here in America (not copied) . . . pay attention and hold tight! His explosive style of design reflects the “edgy” and “in your face” characteristics associated with West Coast attitude for the guys, while dressing it up with some East Coast elegance for the ladies.

The “bigger than life,” passionate designs stem from Mr. Appling’ diverse background as an Art Historian, Gemologist, ASA trained Jewelry Appraiser, Gem Cutter, and his typical love for living in the moment.

Monday July 26, 1:30 – 2:30 p.m.





“Little Bites, Big Bucks in Gem Treatment!”

Craig will review the gemological techniques used in identifying old and “new” treatments currently being applied to what is generally considered “inexpensive” gem materials. He will describe the tremendous impact these treatments have on the public and the jewelry industry at all levels.

Learn:

- The importance of continuous study of treatments in “inexpensive” gem materials
- Why identifying these treatments is so important to

<p>Craig Lynch, GG, Jeweler, Gemologist</p>	<p>your clients</p> <ul style="list-style-type: none"> • How and what to methodically look for with the microscope • The importance of the proper use of light sources and filters <p>Mr. Lynch has spent more than 30 years working in the jewelry business and is the owner of Ouellet and Lynch an independent jewelry appraisal firm in Phoenix, Az.</p> <p>Ouellet & Lynch is the appraiser for than 30 fine jewelry stores in the western United States and does appraising and consulting for law firms, banks and private individuals.</p> <p>Craig has served for more than 10 years as member of the board of directors of the international Accredited Gemologists Association.</p> <p>Mr. Lynch is the immediate past president of the Arizona Jewelers Association, which represents more than 250 jewelry businesses in Arizona and he is part of the nation's largest jeweler's organization - Jewelers of America.</p> <p>Craig has appeared on numerous television shows as a jewelry expert, assisting local and national television programs in undercover exposés of scams and jewelry and gem misrepresentation. He appeared most recently on ABC's Good Morning America expose', (November 2009) regarding the "Lead Glass/Ruby" being sold</p> <p>Craig is the author of "Is That Really a Ruby?" (2010) a book for the jewelry trade to use in educating jewelers on how to identify lead glass filled ruby/composite ruby.</p> <p><i>Monday, July 26 @ 2:45 – 3:45</i></p>
 <p>Peter Shemonsky, GG Antique Jewelry Expert</p>	<p>"A Passion for Diamonds and Platinum"</p> <p>Mr. Shemonsky has worked within the jewelry industry throughout his professional career in retailing, design, manufacturing and the auction business. He is the former director for CIRCA, San Francisco and has participated as an appraiser on the Antiques Roadshow for the past seven years.</p> <p>In this presentation Peter will give us an historical overview of the use of diamonds and platinum in jewelry from the late 19th century through present day, tracing the various cutting styles of diamonds used in platinum jewelry along with the technical aspects and demands for the most precious of metals.</p> <p>You will leave with:</p> <ul style="list-style-type: none"> • Historical timeline of the use of platinum in jewelry • Historical timeline of the various cutting styles of

	<p>diamond found in platinum jewelry</p> <p>Don't miss this in-depth presentation!</p> <p><i>Monday, July 26 @ 4:00 – 5:00</i></p>
 <p>Roger Durkin, Esq., ASA Attorney, Appraiser</p>	<p>Keynote presentation: “Narrative Report Writing”</p> <p>Roger P. Durkin, J.D., M.S., ASA operates Durkin Law, PC with two other attorneys and he also operates Durkin Valuation Consultants in Boston. His appraisal practice encompasses the valuation of a wide range of property including real property, personal property, and business valuation all backed by expert witness support.</p> <p>He has been providing appraisals for 35 years for decedent estates, charitable donation, gift tax, probate, environmental and general civil litigation. His clients include attorneys, the FBI, SS, U.S. Customs, IRS, Postal Inspection Service, and the Federal Marshals.</p> <p>Durkin, is a former investment banker, NASD registered principal, and Member of the Philadelphia-Baltimore-Washington Stock Exchange. He holds 5-designations from ASA. His educational background includes a Master’s in valuation and a Juris Doctorate. He published <i>Logic and the Appraisal Process</i> in ASA’s personal property journals.</p> <p>Mr. Durkin has published four textbooks:</p> <ul style="list-style-type: none"> • <i>Narrative Appraisal Report Writing (the text for this presentation)</i> • <i>Marketing Appraisal Services</i> • <i>Personal Property Theory and Practice</i> • <i>The Appraiser as Expert Witness</i> <p>Roger is a former ASA Regional Governor and member of ASA’s Ethics and Real Property committees. He taught a 10-day business valuation course at Kounas University in Lithuania. Durkin has valued a wide range of property including the former Soviet Academy of Sciences Pharmaceutical Facilities in Riga Latvia, a Furrier in Lithuania, the Quincy Shipyard Complex in Massachusetts, and the Indianapolis Colts’ Super Bowl Rings.</p> <p><i>Tuesday, July 26 8:30-12:00 – a major presentation!</i></p>



**Patrick Stout, GG,
American Gem
Society**

“ASET Technology and Application: An Appraiser’s “Ace In the Hole”

Assessing a diamond’s Cut Grade used to develop a boring (and confusing) list of angles, ratios, percentages, and proportions, which still left you guessing as to what the diamond actually looked like. Not anymore! Modern technology now allows us to quantify a diamond’s actual unique light performance capabilities and to demonstrate them in vivid color! The AGS ASET® tools redefine your abilities as a professional appraiser!

Patrick Stout, CGA, GG is the AGS Education Services Manager, and he has a way of making complicated diamond cut and optical assessment simple and easy to understand. The ASET® tools allow you, as an appraiser, to discuss diamonds and to document them in ways never before possible. The AGS has developed an in-depth interpretation methods for examining and analyzing images captured from the ASET® Camera that can be a valuable tool in the hands of a professional jewelry appraisal.

This session will be more than just theory: it builds on the basics covered in last year’s conference, and will show you how to apply ASET® tools and make them work for you. You will be able to practice, hands-on, with real diamonds to see exactly how it works. You will learn how to pick out cutting features that you would never see in a microscope!

This will put you light years ahead of appraisers in your area, and increase your confidence in assessing diamond quality.

- Learn to detect nuances of cutting faults from diamond images
- Be able to separately evaluate Cut Grade and Optical Performance Score
- Gratify even your most tech-compulsive engineer clients by explaining tiny differences between Super-Ideal cut diamonds
- Learn how to use ASET “Virtual Thumbprint” images to verify diamonds for your clients before and after setting—they will no longer lose sleep over whether the diamond they have is still “their” diamond

Tuesday, July 27, 1:30-2:45: A Major Lab Presentation



**Peter Yantzer, GG,
American Gem
Society**

“All About Fire”

This is the definitive presentation on how a diamond produces ‘fire’, why we see what we see, how the environment affects what we see and how different lighting environments affect the amount of ‘fire’ that we see. You will also learn about variations in human pupil diameter and why it’s important.

- Why is it important to measure dispersion in both the forward and reverse directions
- Why the amount of ‘fire’ people see is different depending on their age
- How corrective lenses affect how we see fire

Tuesday, July 27, 3:00 – 4:00 A major lab presentation

“What We Know About Scintillation”

The American Gem Society’s research on Scintillation has increased our knowledge and understanding about what makes a diamond beautiful. Peter will share some of the research with you and promises that you will leave the session with a much greater sense of why diamonds sparkle as they do.

Find out:

- What are ‘virtual facets’ and why they are important
- The effects of optical symmetry and the lack thereof

Peter Yantzer has been the Executive Director of the American Gem Society Laboratories for the past 14+ years. He is also part of the American Gem Society’s research team studying Diamond Cut.

He was the Director of the GIA Gem Trade Laboratory in Los Angeles in the middle 70’s to early 80’s. Prior to that, in the early 1970’s Peter was the 7th Staff Gemologist on the GIA Gem Trade Laboratory’s New York office.

Tuesday, July 27, 4:15 – 5:00 – a major lab presentation



**Dan Goodsell, Esq,
Attorney, CPA**

“The Business Side of Appraising”

Careful planning of your appraisal business can produce long-term rewards. In this session, Daniel V. Goodsell Esq., attorney and CPA, will give us information to help us plan (or change) our business structure, protect or assets against liability, minimize our estate and income taxes, and plan for retirement/end of life.

Learn:

- The positive and negative features of various business structures
- How to use companies, trusts and offshore entities to protect against liability
- How to minimize income taxes with qualified retirement plans and deferred compensation arrangements

	<ul style="list-style-type: none"> • The status of estate tax legislation and how to minimize estate taxes • Business succession planning, buy-sell agreements and stock option agreements <p>Dan's practice focuses on estate planning, business succession planning and asset protection planning. In addition to drafting wills, Dan prepares living trusts to avoid probate, trusts of various other types to minimize income, gift and estate taxes, and trusts and corporations to protect assets against forfeiture to litigation and other liabilities. Dan also advises elderly clients on planning for Medicaid eligibility and on nursing home and hospice care contracts. Dan has extensive experience in forming nonprofit corporations, charitable trusts and private foundations. With his extensive accounting and tax background, Dan also advises the other attorneys in the firm on probate matters, the administration of trusts, will contests and trust challenges.</p> <p><i>Monday, July 28, 8:30 – 10:00</i></p>
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**Brian Gavin,
Diamond Cutter &
Super-Ideal Cut
Expert**

<p style="text-align: center;">“Diamonds and the Internet”</p> <p>Brian will begin with an overview of the development of his hearts and arrows brand and the strict parameters he enforces to ensure true hearts and arrows. He will then discuss how he happened upon e-tail business and the exciting journey that he has taken since 1999.</p> <p>Learn:</p> <ul style="list-style-type: none"> • Brian Gavin's Criteria for Grading Hearts and Arrows • The Mentality of the Internet Shopper <p>Being from South Africa, one of the world's leading centers for “ideal cut” diamonds, it should come as no surprise that Brian Gavin is an authority when it comes to the crafting of Hearts and Arrows diamonds. Growing up, he worked for his family's diamond factory, learning everything he needed to know, including how to achieve unsurpassed optical balance in the cutting process – a talent that would later help him to capitalize on the U.S. diamond market. In an effort to grow the family diamond business, Gavin later immigrated to the U.S.</p> <p>Due to extensive research conducted in the field of cut and light performance, Gavin is regarded by most as an expert and is well known and respected in the industry. Being such, he has served as acting supervisor to one of the world's major diamond grading labs and consultant to several diamond factories praised for world cut diamonds. In April 2004, he presented his paper "Hearts and Arrows – How They are Formed and How They are Graded", at the First International Diamond Cut Conference (IDCC) in Moscow, Russia. Family trained, Gavin is a 5th generation diamond cutter.</p> <p>Co-founder of Whiteflash.com, and Executive Vice-President from June 2001 through December 2008, the company was one of the first e-trailers of “super ideal cut” diamonds. In March 2009, Brian started selling his Brian Gavin Signature Hearts & Arrows diamonds in his new company, Brian Gavin Diamonds (BGD). Brian has become even more pedantic with regard to the cut quality standards of his</p>

	<p>Signature Hearts and Arrows diamonds.</p> <p>The unprecedented support that he has received from his colleagues, a large group of his former customers and an ever-growing group of new customers, has unleashed a level of creative energy that is evident in the magnificent custom jewelry creations that have been unveiled by Brian and his talented team of jewelers. He has been referred to as “the Man, the Myth, the Legend” by his adoring fans and followers.</p> <p><i>Monday, July 28 10:15 -11:15</i></p>
 <p>Nancy Stacy, ASA, Appraiser</p>	<p>“Comps—Finding, Adjusting and Analyzing”</p> <p>“I can’t find any comps for this” is an often-heard plea from appraisers. Learn how to hone in on value characteristics, adjust for differences between each comparator and the subject, analyze your findings and select the best indication of value and then put it all into a persuasive narrative. You will receive an electronic copy of Nancy’s “Comps” spreadsheet. This session is an overview of Nancy’s one-day hands-on “Conquering Comps” workshop, and will focus on appraising diamonds for Fair Market Value.</p> <p>You will learn:</p> <ul style="list-style-type: none"> • What to look for in a comp • Adjusting out differences between comps and subject • Analyze the data and form an opinion of value • Write a persuasive narrative explaining the basis of your valuation <p>Nancy Stacy, GG, ASA, <i>Master Gemologist Appraiser</i> has been active in the jewelry industry for 30 years, as a gemologist, jewelry store owner for 10 years, and independent appraiser for the past 20. She is active in several organizations, and has served ASA as Gems & Jewelry Chair, Vice-Chair, Education Chair, Course Developer, Instructor, Examiner and Conference Coordinator. She has taught PP/GJ 201, 202, 203, GJ 204 & 205, and the ASA Master Gemologist Appraiser program (GJ 216) four times in China. She has a BA degree in Education, and did post-graduate work in Measurement and Evaluation.</p> <p><i>Wednesday, July 28, 11:30 – 1:00</i></p>

July 2010	8:30-9:30	9:45-10:45	11:00-12:00	12:00	1:30-2:30	2:45-3:45	4:00-5:00	PM
Fri 23	Budget & Finance Committee Meeting							
Sat 24	Board of Governors Meeting							
Sun 25			Lunch	1:00 G&J Meeting			Gala Dinner with the "Rat Pack"	
Mon 26	Awards Breakfast	General Session	Lunch	Jeff Appling	Craig Lynch	Peter Shemonsky	G&J Speakers' Dinner	
Tue 27	Roger Durkin Esq. ASA		Lunch	Pat Stout 1:30 – 3:00	Peter Yantzer 3:15 –	Peter Yantzer 5:00	Networking, Mixer & Auction	
Wed 28	Dan Goodsell Esq. 8:30 – 10:00	Brian Gavin 10:15 – 11:15	Nancy Stacy, ASA 11:30 – 1:00		\$15 shuttle to Airport 1:30 & 3:00			
Awards buffet breakfast included with registration Round-trip shuttles to the Las Vegas strip 6:00 – Midnight Monday & Tuesday evenings								