



# NAJA's 61st Annual Winter ACE@It Education Conference Tucson, AZ January 28-29, 2024

Make your hotel and car rental reservations NOW to attend the National Association of Jewelry Appraisers returns to Tucson for its 61st ACE@It Conference.—on January 28 and 29, 2024.

Two Hands-On Workshops!

Two Optional Saturday Programs

The Annual Lois Berger Pearl Walk

Color Vision Testing

For gem and jewelry appraisers there is no place like the NAJA in Tucson! It is the one venue that really offers the entire package. The week starts with practical, appraisal presentations and professional relationship building opportunities and then continues with more chances to examine gems and experience the market at the shows.

## Special Event at Tucson

February 2, 11 AM to 12:30 PM, The Annual Lois Berger Pearl Walk - visiting pearl dealers led by Duncan Parker, FGA. Members only and it is free! Limited to 15 attendees.

## What to Bring

Comfortable western casual. Bring your loupe, pen light, spectroscope & tweezers. Your 2024 NAJA membership card for registration at local shows (i.e., AGTA).

*Program is subject to change!*

Tucson Convention Center  
Exhibit Room - Greenlee Room  
Conference Room - Maricopa Room  
260 South Church Avenue  
Tucson, AZ 85701-1614



## Jan 29 - Monday

- 7:30 AM Registration & Coffee Service, Greenlee Exhibit Room
- 8:00 AM Conference Notes & Updates. Maricopa Room
- 8:30 AM **Appraiser to Influencer: Content Creation 101** • Chris James T. Boehner, GIA GG
- 9:30 AM **Looking for Clues in All the Right Places** Teri Brossmer, GIA GG
- 11:00 AM **Gemological Minds: Gemstone Profiling to Catch the "Offenders"!** • Kerry Gregory, FGA
- 1:30 PM **T Assessing Comparables: How, Why and When to Research** • Deborah Finleon, GIA GG & Stuart Robertson, GIA GG
- 3:00 PM **Turquoise 101 (Lecture and Hands-On Workshop)** • Jacob Lowry

## Jan 28 - Sunday

- 7:30 AM Registration, Coffee Service, Greenlee Exhibit Room
- 8:00 AM Welcome and Conference Notes, Maricopa Room
- 8:30 AM **Heading Towards a Century: Art Deco Jewels** • Duncan Parker, FGA
- 9:30 AM **Update of GIA Activities with Artisanal Mining Guide** • Robert Weldon, GIA GG
- 11 AM **William Ruser: The Jeweler Who Charmed Hollywood** • Judy Colbert, GIA GG
- 1:30 PM **Collateral Loan Valuation: Luxury Market Considerations** • Caitlin M. St. John, GIA GG
- 3 PM **Paraiba Tourmaline** • Roland Schlussek, FGA
- 4 PM **Identifying Jade: A Hands-On Workshop** • Richard Hughes, FGA

### **Heading Towards a Century: Art Deco Jewels**

Duncan Parker, FGA

Nearly a hundred years after the Paris exposition that later lent its name to a design style, we now call Art Deco, we can look back at this captivating period in design that has never faded from favour.

Numerous revivals have rolled along, but original jewels from the 1920s and 1930s prevail, and continue to evoke the heady carefree days of the years bracketing times of great economic upheaval and technological innovation. We will explore the jewels of the period, and revivals, with discussion of distinguishing features and relative values of each.

### **Update on GIA Activities with Artisanal Mining Judy**

Robert Weldon, GIA GG

GIA developed an educational program for artisanal miners in East Africa. The program educates miners about the value of their gemstone findings to give them a leg up in negotiation with buyers. First launched in Tanzania, and due to its success, the program was rolled out in Kenya. Most recently it was introduced in Zambia. Artisanal miners provide the world with nearly 80% of the world's mined gems.

### **William Ruser: The Jeweler who Charmed**

**Hollywood** Judy Colbert, GIA GG

Beverly Hills jeweler, William Ruser, was the quintessential jeweler to the stars in the gold age of Hollywood. Among his clients and friends were Frank Sinatra, Ave Gardner, Elizabeth Taylor, Barbara Stanwyck, Robert Wagner, and Joan Crawford. Although his fame came mainly from his whimsical figural jewelry, he produced many exquisite pieces that still command high prices on the secondary market today.

### **Collateral Loan Valuation: Luxury Market**

**Considerations** Caitlin St. John, GIA GG

Collateral lending in the current market presents significant challenges to the appraiser. Moving beyond gold spot value and printed price guides into the realms of auction comparables and overheated

secondary markets to reach an appropriate loan amount can be a complex calculation. Caitlin will discuss timely issues of valuation and market trends, and other topics of interest to jewelry and watch appraisers.

### **Paraiba Tourmaline** Roland Schlusel, FGA

Update about all aspects of Paraiba tourmaline from its first mining in 1989 until today: gemological properties, geology, heating, cutting, color charts, market evolution, current pricing, and outlook. Includes Brazilian and African Paraiba Tourmalines.

### **Identifying Jade: A Hands-On Workshop**

Richard Hughes, FGA

In this hands-on workshop, noted jade expert Richard Hughes will teach attendees about the different types of jade and review the major imitations and identification of treated jades. This will not just include fei cui (pyroxene jade), but also nephrite jade (nephrite).

### **From Appraiser to Influencer: Content Creation 101**

Chris James T. Boehner, GIA GG

Are you ready to grow your social media following, but don't know what to post?

In this session, you'll learn the simple content creation process Chris James (@chrisjamesgems) uses to engage and grow his 110k+ Instagram following. Attendees will walk away knowing how to plan, shoot, edit and share the most popular form of social media content—short-form video.

### **Looking for Clues in All the Right Places**

Teri Brossmer, GIA GG

This presentation will explore the development of credible descriptions for jewelry after it's gone. We'll look for clues in unusual places and learn to develop assumptions with a reasonable basis.

### **Gemological Minds: Gemstone Profiling to Catch the "Offenders"!**

Kerry Gregory, FGA

The FBI catch criminals by profiling. Analysing the character of people, based on observation, behaviour and evidence.

We can be gemstone profilers and become better gemologists. Using similar techniques to identify gemstones efficiently and accurately. In this talk Kerry will explain her "profiling" methodology: what observations are really important to separate similar looking stones quickly.

How different behaviours and results inform your investigation and tell you where to look next. Paying attention to the small details, pays off, allowing you to identify more material, quicker and more accurately.

### **Assessing Comparables: How, Why and When to Research**

Deborah Finleon, GIA GG & Stuart Robertson, GIA GG

Assessing the strengths of comparables is not always a straightforward process. Appraisers reply on comps to establish and support the value conclusion. But how much similarity do items need to share to be considered comparable? This presentation will explore resources and research methodology for establishing comps in the context of NAJA Appraisal Standards. We'll look at examples of when apparent comps are and are not up to snuff, as well as give tips on how to build a defensible value conclusion in those instances where your research for comparables fails to provide anything useful.

The talk will also include tips on how to conduct research at trade shows and auction previews, including a few caveats about appropriate markets for specific assignments.

### **Turquoise 101: Lecture and Hands-On**

Jacob Lowry

Turquoise is one of nature's rarest and most complicated gemstones. Delving into the international history of turquoise reveals different global perspectives on understanding appreciation and valuing the gem. Turquoise 101, a program designed by Turquoise Museum, serves as an enlightening journey the fundamental aspects of turquoise.

# Ways to Register

Name & Designation:

Company Name:

Address:

City, State, Zip:

Daytime Phone:

Email:

	<b>Before</b>	<b>After</b>	
	January 15, 2024	January 15, 2024	
Member	\$425	\$525	_____
Non-Member	\$650	\$750	_____
Color Vision Test	\$ 50 – January 29 <sup>th</sup> , Sunday only		_____
There’s Black, and Then There’s Jet Black	\$50 – January 28 <sup>th</sup> , Saturday only, 10 AM to noon		_____
The Eyes Have It	\$100 – January 28 <sup>th</sup> , Saturday only, 1 – 4 PM		_____
	<b>Total</b>		_____

Payment Options:

1. Make your check payable to NAJA      Check # \_\_\_\_\_ \$ \_\_\_\_\_
2. PayPal <https://www.paypal.com/us/for-you/transfer-money/send-money> ([office@najaappraisers.com](mailto:office@najaappraisers.com))
3. Visa, MasterCard, Amex in the amount of \_\_\_\_\_

Credit Card:

Expiration Date:

CCV Code:

Zip code of credit card holder:

Signature:

The Annual Lois Berger Pearl Walk, Thursday, February 1<sup>st</sup>, 11: 00 AM for NAJA conference attendees ONLY!

No charge - please indicate if you wish to attend. Limited to 15 attendees on a first come-first serve basis. I will attend \_\_\_\_\_

For more information or to register contact:

**National Association of Jewelry Appraisers**

Gail Brett Levine, GG, Executive Director

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718.896.1536

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**Cancellation Policy:**

Your registration fee will be refunded 100% if your written or emailed cancellation is received by January 15, 2024. Cancellations after January 15, 2024, there will be a service charge of \$150.