

# Initiatives

in Art and Culture

## VORTEX: DAY OF LIGHT

INAUGURAL CONFERENCE ON DIAMONDS AND COLORED STONES

MONDAY, NOVEMBER 12, 2018



*De Clercq Roman Diamond Ring, 3rd - 4th century AD, Photo: Peter Schaaf.*



*The Forevermark Tribute Collector, Photo: Forevermark.*



*Vivid Pinkish Pink Natural Diamond, Argyle Tender Stone, Part of the Aurora Collection, Photo: Aurora Collection.*



*Leah Barrow, Gemologist, Photo: Forevermark.*

# VORTEX: DAY OF LIGHT

INAUGURAL CONFERENCE ON DIAMONDS AND COLORED STONES  
MONDAY, NOVEMBER 12, 2018

Diamonds and gemstones—traditional stores of wealth—are at the center of discussion in these exciting times of change in the luxury world. We consider ways to increase sales; new trends in jewelry, color, and marketing; and significant issues facing the jewelry industry.



Workers pan for diamonds in a government-controlled diamond mine near Kenema, Sierra Leone, on June 15, 2001. Image: CNN.com



## Registration

**To register on-line:**  
[www.dayoflightiac.eventbrite.com](http://www.dayoflightiac.eventbrite.com)

**By phone:** Using American Express®, Visa® Card, Discover®, or MasterCard®, call (646) 485-1952.

**Fee:** The conference fee is \$200. The rate for full-time students is \$100 (with ID). Please send inquiries to: [info@artinitiatives.com](mailto:info@artinitiatives.com) or call (646) 485-1952.

**Withdrawal and refunds:** Notice of withdrawal must be made in writing to: Initiatives in Art and Culture, 333 East 57th Street, Suite 13B, New York, NY 10022 or to the Program Office via e-mail at [info@artinitiatives.com](mailto:info@artinitiatives.com), or call (646) 485-1952. No refunds will be made after Oct. 29, 2018.

**Conference location:** Formal sessions take place at William Et Anita Newman Conference Center of Baruch College, 151 East 25th Street (between Lexington and Third Avenues).

**As of October 23, 2018.**  
**Program subject to change.**

### 5 ESSENTIAL NATURAL DIAMOND TRUTHS



1. Diamonds are older than life on Earth, a true miracle of nature. Most were created one to three billion years ago, over 100 miles below the earth's surface.
2. Diamonds are rare and getting rarer every day. The volume of annual production of diamonds 1 carat and up is equivalent to the volume of two basketballs. Source: DPA
3. Demand for diamonds has never been stronger. Millennials represent 59% of the value of diamond jewelry demand, while making up only a quarter of the population. Source: DeBeers Insight Reports 2017, 2018
4. "Conflict diamonds" belong to the past. 99.8% of all diamonds are Kimberley Process certified. Source: [diamondfacts.org](http://diamondfacts.org)
5. The diamond industry makes a positive contribution to the world. The diamond sector supports the livelihood of 10 million people globally.



Diamond Producers Association, 5 ESSENTIAL NATURAL DIAMOND TRUTHS with an Image of Dominion Rough.



# Monday, November 12

Formal sessions will take place in the William Et Anita Newman Conference Center of Baruch College, 151 East 25th Street (between Lexington and Third Avenues). Book signings are featured throughout the day.

8:30 – 9:00 a.m.

**Registration, continental breakfast, and networking**

9:00 – 9:15 a.m.

**Introduction.** Lisa Koenigsberg.

9:15 – 10:00 a.m.

**Future Trends: The Connecting Circle of Color.** Lee Eiseman.

10:05 – 10:55 a.m.

**Bringing Back the Magic: Real is Rare.** Grant Mobley.

10:55 – 11:10 a.m.

**Break, networking, and book signings**

11:10 – 12:00 p.m.

**Desire and Need: New Forms of Jewels, New Ways of Wearing Them, and Lifestyle.** Severine Ferrari, Helena Krodel, Jeffrey Skaret; moderator, Hedda Schupak.

12:00 – 1:15 p.m.

**Lunch hosted by Brussels Air and Book Signings**  
Remarks by Christophe Allard.



Cleave & Co. Engagement Ring for Meghan Markle made to Prince Harry's Specifications featuring a center stone from Botswana flanked by two diamonds from Princess Diana's personal collection set in yellow gold.

1:15 – 2:00 p.m.

**StorySelling: Influencing Your Customers to Remember and Repeat Your Stories.**  
Janice Mack Talcott.

2:05 – 3:00 p.m.

**Desire and Need: New Approaches to Marketing and Sales.** Hannah Becker, Wendy Brandes, Sarah Gorvitz, Elle Hill, Tracy Matthews, Benjamin Smithee; moderator, Jean Z. Poh.

3:00 – 3:15 p.m.

**Break, networking, and book signings**

3:15 – 4:10 p.m.

**“With this Ring”: From Mine to Market and Beyond Bridal.** Kevin Lane, Benjamin Zucker; moderator, Michelle Graff.

4:15 – 4:35 p.m.

**Romancing the Stone: The Power of Color.** Alan Bronstein.

4:40 – 5:30 p.m.

**Current Issues Impacting the Precious Stone World.** Brandee Dallow, Edahn Golan, Niles Sheth, Ronnie Vanderlinden, Richard Weisenfeld, Sara Yood; moderator, Rob Bates.

5:30 – 7:00 p.m.

**Closing Reception**



Leatrice Eiseman, *The Complete Color Harmony*  
Book: Pantone - Expert Color Information for Professional Results. Beverly, MA: Rockport Publishers, 2017; cover image: Glenn Scott.

Denim Clad Woman with Bejeweled Hands.  
Photo: David Alan Jewelry.





# Presenters

**Lisa Koenigsberg**, conference director and founder and President, Initiatives in Art and Culture (IAC). Prior to founding IAC, she served as advisor to the Dean for Arts Initiatives, and Director, Programs in the Arts and adjunct professor of Arts, NYU School of Continuing and Professional Studies. Former positions include: Assistant Director for Project Funding, Museum of the City of New York; Executive Assistant, Office of the President, American Museum of Natural History; architectural historian, New York City Landmarks Preservation Commission; and guest curator, Worcester Art Museum and Yale University Art Gallery. Her writings have appeared in books and journals, and she has organized symposia and special sessions at universities, museums, and professional organizations.

**Christophe Allard**, Director Sales & Marketing North America, Brussels Air; Allard holds a master's degree in Cross Cultural Management from ICHÉC-Brussels. He started his aviation career in 2005 as head of African projects at Brussels Airlines, to which he returned in 2016 in his current position; in his prior role at Brussels Air, he was involved in many key developments in Central and Eastern Africa. In 2009, he founded Korongo Airlines in the Democratic Republic of Congo (DRC), a joint-venture between Brussels Airlines and Groupe Forrester International. In 2010, he was appointed chief executive, establishing the first EU-compliant airline in the blacklisted DRC. Today, 50% of Brussels Airlines traffic originating in North America has a final destination in Africa.

**Rob Bates**, Senior Editor, JCK; Bates has written about the diamond and jewelry industries for nearly 20 years, for the *Rapport Diamond Report*, *National Jeweler* and, for the last 15, as senior editor of JCK. His responsibilities include reporting on the diamond industry and the high-volume retail sector and helping compile JCK's daily e-newsletter. His blog, *Cutting Remarks*, has won two Jesse H. Neal Awards from *American Business Media*, as well as an award for best B-to-B Blog at the *Media Industry Newsletter's* 2012 Best of the Web awards. His JCK articles have won five Eddies from *Folio* magazine, as well as the American Gem Society's prestigious Triple Zero award and the 2016 Jeweler of America Gem Award for Excellence in Media. He has been quoted as an industry authority in *The New York Times*, the *Chicago Tribune*, and on National Public Radio.

**Hannah Becker**, aka Diamondoodles, is an artist, gemologist, and digital strategy consultant. She has found a following online that not only appreciates her eponymous gemstone illustrations, but also her unique ability to educate about gemstones and document her travels. Her experience in gemstones, jewelry design, and manufacturing combined with her past experience with branding and web design have perfectly situated Becker as a brand consultant in the increasingly digital gemstone and jewelry market.

**Wendy Brandes**, jewelry designer; her 18 kt gold signature line—inspired by the true stories of powerful women—is known for its fierce designs, attention to detail, and “covert luxury,” including hidden gems and surprising mechanical elements. Supermodel Christy Turlington captured the spirit of the collection when she called Brandes's Empress Wu dragon ring “a bit scary, but really a cool piece of art.” Brandes's designs have been featured in publications such as *The New York Times*, *InStyle*, *ELLE*, *W Magazine*, *Paper*, and British *VOGUE*, and spotted on celebrities including Rihanna, model Bella Hadid, Britney Spears, and Grammy-nominated singer/songwriter Skylar Grey. Brandes received the Women's Jewelry Association (WJA) Award for Excellence in Design (2017) and Fashion Group International's Rising Star Award for fine jewelry (2012), and her work has also been recognized by the American Gem Trade Association Spectrum Awards, JCK's Jeweler's Choice Awards, the InDesign Awards, and the American Jewelry Design Council New Talent Competition. Brandes led the luxury goods industry into social media when she launched her blog in 2007, and the playfulness she displays online is also seen in her “punk platinum” and silver emoji lines. Before becoming a designer, Brandes spent over a decade as a journalist at *The Wall Street Journal*, CNN, and *People* magazine. She received her BA in English from Columbia University.

**Alan Bronstein**, one of the world's most trusted advisors on colored diamonds; the respected curator of the world's most famous natural fancy colored-diamond collections, the Aurora Pyramid of Hope and the Butterfly of Peace Collection, Bronstein advises leading jewelers, fine jewelry designers, and private investors. He lectures widely at institutions ranging from the United Nations to New York University. He has published two seminal books, *Collecting and Classifying Coloured Diamonds: An Illustrated Study of the Aurora Collection* (1998) and *Forever Brilliant: The Aurora Collection of Colored Diamonds* (2000). He sets uncompromising standards of qualifying and sourcing the most rare and beautiful diamonds for discerning collectors and connoisseurs. Bronstein is President of the Natural Color Diamond Association.

**Brandee Dallow**, North America business development consultant for the Responsible Jewellery Council (RJC); an award-winning marketing and communications specialist, Dallow has been with the RJC since March 2018. Dallow was previously Director, North America Representative Office, Diamonds Sales and Marketing for Rio Tinto. Prior to joining Rio Tinto, Dallow was vice president of marketing & communications at the Julius Klein Group, where she holds the distinction of being their first female executive. She entered the international jewelry industry in 1999 when she joined the public relations group at J Walter Thompson which serviced De Beers' Diamond Trading Company. Dallow is the immediate past president of the WJA, from which she received the Award for Excellence in Marketing & Communications in 2009. She serves on the board of the Diamond Development Initiative, is a board advisor to Ethical Metalsmiths, and is a member of the 24 Karat Club of the City of New York.

**Leatrice (Lee) Eiseman**, Executive Director, Pantone Color Institute and founder, Eiseman Center for Color Information & Training. *Fortune Magazine* named Lee one of the 10 Top Decision Makers for her work in color consulting and forecasting for many industries. She is an allied member of the American Society of Interior Designers, the Industrial

Design Society of America, and Fashion Group International, and a member of the Color Marketing Group, having served on the group's board and won its prestigious service award. Her academic background includes a degree in psychology from Antioch University, and advanced studies and counseling specialist certification from UCLA. Eiseman's special area of interest is the psychology of color and its emotional impact. She teaches a Color Design program yearly on Bainbridge Island, WA where she lives and works. Eiseman is the author of 10 books on color and will be signing her latest book, *The Complete Color Harmony, Pantone Edition: Expert Color Information for Professional Results* (2018).

**Severine Ferrari**, founder and Editor, Engagement 101, was born in Paris and moved to the US early in her career. Her French sense of style and romance has influenced her avant-garde editorial vision and voice. It allows her to forecast future trends and changes in the US market as well as support them. Society and people evolve quickly with new technologies, and understanding the changing needs of Millennials is key to the continuous success of Engagement 101. She recently launched the Propose To initiative to redefine marriage proposals and empower women to propose back or first. She is the 2017 Winner of the WJA Awards of Excellence, Editorial Category.

**Edahn Golan**, founder, Edahn Golan Diamond Research & Data; Golan is a veteran of the diamond industry, researching and writing about it since 2001. He specializes in a range of industry topics, including the way it operates, wholesale and retail polished diamond prices, the rough diamond sector, and investment in diamonds. Golan has written extensively about these subjects and many others, including the Kimberley Process, financing issues, and ethics and changes in the way the diamond industry has operated over the years. Prior to establishing his consultancy, Golan formed the news and research department of the newly launched website of the IDEX Online Group which, under his management, grew to become a leading source of diamond industry news and research, company analysis, and polished and rough diamond market trend reports. Golan has advised leading diamond firms, industry bodies, investment companies, and government agencies, writing research papers on topics including provenance analysis of fancy color diamonds, the diamond's contribution to local economies, and the viability of investing in diamonds.

**Sarah Gorvitz**, Strategic Communications and Insights Lead, Diamond Producers Association (DPA); Gorvitz guides DPA's PR programs and research agenda in a quest to grow relevance and love of diamonds among a new generation of consumers via the “Real is Rare. Real is a Diamond” marketing platform. In 2017, the organization's first full year of marketing, Sarah led the charge in delivering more than 2.5 billion earned media impressions by generating press interest in pro-diamond and Real is Rare stories, DPA's activities and research, and DPA's members' positive global contributions. She has worked in categories such as hospitality, wine & spirits, and luxury watches, and her integrated, insights-driven approach has resulted in breakthrough advertising campaigns such as the “Never Stop. Never Settle” campaign she spearheaded for LVMH's Hennessy brand. Her communications programs often lever synergies among media, pop culture interests, and technology, and her approach has also resulted in creating significant bottom-line growth. A Phi Beta Kappa graduate of Skidmore College, she earned a master's degree at Columbia University. A member of the WJA, she leads fundraising efforts with the Ocular Melanoma Foundation.

**Michelle Graff**, Editor-in-Chief, *National Jeweler*; a native of Pittsburgh who earned her journalism degree at Ohio University, she began working at *National Jeweler* in 2007 as the senior editor, traveling to Israel, Africa, Dubai, and Belgium to learn about the jewelry industry. In August 2013, the company promoted her to her present position, and she now oversees content on *National Jeweler.com* as well as in the 109-year-old publication's new digital magazine. Graff was the 2014 winner of the WJA's Award for Excellence in the editorial category.

**Elle Hill**, founder & CEO, Hill & Co.; with over 23 years' experience in fine jewelry, Hill has amassed an unparalleled array of brand, marketing, omnichannel retail, and international business expertise and a stable of A-list clients served by her and her team of fine jewelry industry experts in the US, UK and Hong Kong. In December 2015, she spearheaded the successful IPO on the Australian stock exchange of Plukka, an award-winning, omni-channel retailer of designer jewelry that she launched in Hong Kong in 2011. In 2010, Hill helped overhaul the business model and product offering of the jewelry division of Dalumi Diamonds which she helmed for four years, opening the US and Chinese markets and making them profitable for the first time since the jewelry division's launch 10 years earlier. She has spent her career in fine jewelry launching new brands, businesses, and markets for the largest players in the industry including M. Fabrikant & Sons and Andin International. Hill is now based in the UK, the time zone perfectly suited to manage her team of fine jewelry consultants selected from best-in-class jewelry professionals located in the USA, Europe, and Asia.

**Helena Krodol**, brand strategist, seasoned publicist, and fine jewelry expert. In 2017, Krodol joined David Alan Jewelry and now leads the atelier's communications efforts and brand strategy. For nearly a decade, Krodol was the spokesperson for Jewelry Information Center (JIC), the consumer education arm of JA. She acted as director of media and special events, and was instrumental in stimulating consumer desire for fine jewelry and watches through her work with media. As an event planning expert, Krodol has produced and directed the industry's GEM Awards, the Academy Awards of the fine jewelry and watch industry, and has conceptualized and produced black-tie galas, fashion runway shows, in store retail events, editor luncheons, and jewelry POP up stores. Having built a reputation for spot-on forecasting, predicted the evolution of fine jewelry and watch trends. She has penned articles for leading fine jewelry trade publications including JCK, *MUSA*, and the *Rapport Diamond Report*. She is often quoted in newspapers



# Presenters

such as *The Wall Street Journal* and fashion magazines. Krodel has appeared on over 100 television and radio programs including the Emmy® award-winning daytime TV show *Rachael Ray* and *The Knot TV LIVE*. She teaches educational seminars to jewelers across the US as well as classes at the Fashion Institute of Technology (FIT). A founding member of WJA's Metropolitan Chapter, she was awarded the 2011 WJA Award for Excellence in Media. That same year, leading industry publication IDEX featured Krodel in an article entitled "She's the One," proclaiming her one of six leading women to watch in the industry.

**Kevin Lane**, Vice President Business Development, Forevermark; with oversight of the Canadian and Caribbean markets, Lane joined Forevermark in February 2011 as vice president of partner development to build a team and launch the Forevermark brand in North America. His background includes retail and wholesale sales and marketing with leading luxury brands.

**Tracy Matthews**, Chief Visionary Officer and Director, Flourish & Thrive Academy; a jewelry designer, mentor to creative visionaries, and host of the top-rated, *Thrive By Design* podcast, Matthews is a jewelry industry veteran who has been featured in *InStyle*, *Elle*, *Us Weekly* and *Real Simple*, as well as on *Today*, *E! Live*, and *Creative Live*. Matthews is passionate about helping other highly creative types launch, grow, and scale profitable jewelry and fashion brands. She lives in New York City, loves to travel, and secretly wants to be the lead singer in a band.

**Grant Mobley**, Trade Lead, DPA; Mobley joined the DPA in a newly created position in which he works with retailers and jewelry industry stakeholders to help them take advantage of DPA campaigns and research while increasing trade input into the campaigns. He comes with 13 years' experience in the jewelry industry, including in retail, jewelry sourcing and manufacturing in China and Thailand, and most recently in leading sales for Pluczenik, the world's leading diamond sightholder. He is a GIA graduate and a sought-after diamond and jewelry expert who has been quoted in publications such as *Brides*, *Cosmopolitan*, *Elle*, and *Buzzfeed*, and who has appeared as a diamond expert on television.

**Jan Z. Poh**, founder and CEO, Swoonery; a luxury e-commerce experience, Swoonery provides customers with access to over 74 international fine jewelry brands and a wide array of unique, impeccably crafted, fine jewelry offerings using proprietary, taste-based recommendation technology that facilitates discovery and personalizes the online shopping experiences. Poh is the fourth generation in a family of high-jewelry professionals and collectors. She began investing in startups at the age of 28 during her first career as a venture capital attorney. She later left law to work with her father in the jewelry industry, earning a graduate degree in diamonds from GIA, apprenticing with a famous jewelry master, studying jewelry history, and teaching herself to design and render jewelry. She began designing one-of-a-kind pieces for private clients and funded the establishment of her jewelry atelier by designing jewelry for established brands, brokering international diamond and gem transactions, and consulting for an overseas jewelry conglomerate, helping them set up their first flagship store in Manhattan. Poh started Swoonery to address the difficulties and inconveniences consumers faced when trying to shop for jewelry and the challenges confronting designers in an outdated and inefficient industry. Her love of fine jewelry compelled her to create a platform allowing people to connect with exquisitely crafted pieces and experience the true beauty and integrity behind the art of jewelry-making.

**Hedda Schupak**, Editor, *The Centurion Newsletter*; while examining the trends, nuances, and dynamics of the luxury jewelry market for the weekly e-newsletter and website serving the high end of the jewelry industry, Schupak also serves as a market analyst, consultant, and speaker on the industry at large. Prior to joining the Centurion team, Hedda was the editor-in-chief of *JCK* magazine. She spent over 10 years as director of *JCK's* fashion and luxury publications before taking over editorial management of the entire *JCK* Publishing Group. Under her leadership, the Group won multiple awards for excellence in journalism and consistently ranked first in readership studies. A member of the board of the Diamond Empowerment Fund and of the 24 Karat Club of the City of New York, she was a 20-year member of the WJA's national board of directors. She was named one of Pennsylvania's Best 50 Women in Business in 2003. In 2004 she was named the Trade Press Editor of the Year by the JIC, and in 2006, she was inducted into the WJA Hall of Fame.

**Nilesh Sheth**, President, Forever Collections, Inc. (dba Nice Diamonds). Shah, who opened a branch office of Nice Diamonds in New York City in May 1987, has been involved in the jewelry industry for over 30 years. Having worked in different organizations to help grow members' businesses with educational and marketing seminars, he is currently president of the Indian Diamond & Colored Stone Association, of which he has also been treasurer and secretary; he also serves on the board of the Jewelers Board of Trade (JBT), and the finance committee of the United States Jewelry Council (USJC). He has served as director of the Natural Color Diamond Association and on that organization's education committee. He is actively involved with GIA's research department to help create processes for the identification of treatments and to assist in educating the trade about new treatments and synthetics. He is also a member of the Diamond Dealers Club and the RJC.

**Jeffrey Skaret**, Vice President of Partner Development, Forevermark; now in his eighth year at Forevermark, part of the De Beers Group, Skaret oversees business growth and brand advocacy in the US market. Skaret has been in the fine jewelry industry for over three decades, representing and building brands across a variety of categories from diamonds and bridal to designer and fashion.

**Benjamin Smithee**, CEO, The Smithee Group, LUXE Intelligence Partner; Smithee became a Partner at LUXE Intelligence in 2015, blending his leadership in the digital world with his experience in the fine jewelry industry to lead the marketing and brand strategy efforts at LUXE. In 2009, Smithee started his first consultancy, SPYCH. His expertise in digital marketing and the Millennial consumer segment led to his consulting to some of the world's biggest brands and companies, such as Coca-Cola, Del Monte, General Mills, Sterling Jewelers, ACS, GEICO, McDonald's, Kroger, eBay, Comcast, and VF Corp. Smithee then moved to New York, launching The Smithee Group (TSG), which consults to clients in digital strategy and consumer sciences. One of the first of two male board members of the WJA and a frequent keynote speaker around the globe, Smithee has been nominated as one of the Top 10 Youth Marketers, received the American Marketing Association's Marketer of the Year Award, and co-hosted "The Social Radar" on *Good Morning Texas*, and *The Weekend Insider* on KTXD.

**Janice Mack Talcott**, independent consultant, trainer, and staffing specialist for the jewelry industry. Talcott grew up in specialty retailing. She was a gemologist and world traveler when the science of gemology was still young. She taught thousands of students as an Instructor at GIA for over 12 years. At GIA, she initiated the Doorstep Program for home study students, co-developed the Penlight Technique of gem identification and chaired the pioneering and development of the GIA Colored Gemstone Grading System. Later, as Director of Education at GIA, she oversaw most of

GIA's growing international education operations. A writer who has been published in all major trade journals and an editor, Talcott is a frequent speaker throughout the world and has been instrumental in course and training development for GIA, American Gemological Society, Diamond Council of America, Hearts on Fire, the Edge Retail Academy, and Tiffany & Co. She weaves her deep understanding of human behavior into the objectives of a client or audience, and has used those objectives to inform diverse sales training techniques she has developed. Since 2010, Talcott has operated as an independent consultant, trainer and staffing specialist, and has developed widely popular recorded webinars on sales training, management development, clienteling, and leadership. Her expertise as a recruiter, personality profiler and match-maker in staffing for specialty retailing is globally recognized.

**Ronnie Vanderlinden**, President, Diamex Inc; he began his career in the diamond industry working as a diamond sawyer in 1977, broadening his training by joining a privately held firm in New York in 1980; after almost 10 years' increasing responsibility, he founded his own business in 1990. Well known for his knowledge of both rough and polished diamonds, he now travels extensively in the US, the Far East, Canada, and Eastern and Western Europe to purchase diamonds as well as consult with key industry leaders. Deeply involved in all aspects of the industry, he holds positions in national and international organizations, among them Diamond Manufacturers & Importers Association of America and the USJC (of which he is president), the International Diamond Manufacturers Association (of which he is president as well). He also serves on the boards of the 24 Karat Club of the City of New York and the 47th Street Business Improvement District and is treasurer of the World Diamond Council.

**Richard Weisenfeld**, President, JBT; he has served on JBT's board for 17 years. He was elected to the executive committee in 2008 and served as chairman from 2014 - 2015. He has also held executive positions in various jewelry companies over the past 45 years, including Pranda North America and, most recently, Riva Precision Manufacturing in Brooklyn, New York. Weisenfeld is a member of the 24 Karat Club of the City of New York, Providence Jewelers Club, Boston Jewelers Club, the WJA, and International Precious Metals Institute.

**Sara Yood**, Senior Counsel, Jewelers Vigilance Committee (JVC), Yood's responsibilities at JVC include trademark monitoring, employment law, and the compliant use of diamond grading reports in selling jewelry. She has been a featured speaker at JCK Las Vegas, AGTA Tucson, JANY, RJO, the North & South Carolina Jewelers Association annual meeting, the Texas Jewelers Association Convention, FedEx New York headquarters, the United States Import-Export Council, the Manhattan GIA Alumni Association, SmartShow Chicago, FIT, and Fordham University School of Law from which she received her JD.

**Benjamin Zucker**, authority on precious stones; a third-generation New York gem merchant born on the French Riviera, after attending Yale and Harvard Law School Zucker followed his father and grandfather into the family gem business. Among his more recent publications are *Gems and Jewels: A Connoisseur's Guide* (2003), as well as the novels *Blue* (2000), *Green* (2001), and *White* (2008) in which precious stones play a vital role in the lives of the protagonists. Among his other publications are *A Green Diamond* (1998) and *Islamic Rings and Gems* (1984). He has assembled the Zucker Family Collection, widely regarded as the best American private collection of antique rings, on long-term loan to the Walters Art Gallery, Baltimore, and exhibited in "Bedazzled: 5,000 Years of Jewelry." His latest book, co-authored with Diana Scarisbrick, is *Ethiopia Yala: Merchant, Collector & Patron* (Thames & Hudson, 2014). He has lectured widely, appears in the media, and was profiled in *Art + Auction* (September 2008).



Hannah Becker, "I Love New York" T-Shirt Postcard Created as Marketing Material for Kaiser Gem's booth at the JA New York Show. Photo: Hannah Becker.

