



AMERICAN GEM TRADE ASSOCIATION

Augment Your Staff Training with Seminars from AGTA GemFair

The American Gem Trade Association (AGTA) recorded the GemFair Seminar Program in Tucson using a new technology that combines audio recording synched with the speaker's PowerPoint presentation. The DVD-Rom contains 25 individual sessions with over 24 hours of content. This is a great reference or staff training tool at a very affordable price.

“A large part of AGTA’s mission is keeping our members, and the industry as a whole, informed about current issues, trends and better ways of doing business,” stated Douglas K. Hucker, AGTA CEO. “This series of seminars accomplishes all of these things by providing an incredible wealth of information by the most knowledgeable presenters in our industry and beyond.”

The single DVD-Rom contains subjects ranging from gemology to estate jewelry to color trends to sales, marketing and buying tips. Speakers include Richard Drucker, Kate Peterson for Diamond Council of America, Terry Sisco for Platinum Guild International, Leatrice Eiseman of the Pantone Color Institute, and Betty Sue King with her Pearls 101 seminar. Jewelers Mutual Insurance Company presents a session on safe shipping that can be used in any industry business. The information will help your business and increase your employee’s knowledge and confidence with practical tips that work.

A full list of the seminars and an order form can be found on the AGTA’s website at www.agta.org/education/seminars.html or can be requested by emailing sales@agta.org. The DVD-Rom is only \$50 per copy for non-AGTA members.

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The AGTA is an Association of natural colored gemstone and cultured pearl industry professionals, dedicated to promoting the natural colored gemstone trade. The Association pursues this mission through the combined use of educational programs, industry events and publicity to both the trade and consumer. We are The Authority in Color.