



AGTA to Launch New Products at JCK Show

The American Gem Trade Association (AGTA) plans to introduce several new products at the upcoming JCK Las Vegas Show. AGTA will introduce the AGTA eLearning Platform, Spanish translations of point-of-sale materials, a new online community site for AGTA members, and a comprehensive retail promotional tool kit. Details on all of these products and programs can be found at the AGTA booths – L122 and AGTA122 – or online at www.agta.org.

“We have been working diligently to create tools for our members and the industry to help sell more colored gemstones and cultured pearls,” stated Douglas K. Hucker, AGTA CEO. “The eLearning Platform provides great information for building product knowledge with sales associates in a cost-effective and efficient way. Spanish versions of our point-of-sale materials have been requested for many years, especially from the southern states and Mexico, and we are happy to finally be able to provide them.”



The **AGTA eLearning Platform** is a web-based learning area to help elevate product knowledge of front-line sales associates. With increased knowledge comes increased confidence, and AGTA presents the material in short 10-15 minute modules that focuses on practical information that associates can use to help sell them sell more color and pearls. Currently, the platform has an introductory course on colored gemstones, a course on the classic gemstones (ruby, emerald, sapphire), a course on cultured pearls and the entire 2011 AGTA GemFair Tucson

Seminar Program, which has 27 sessions by the leading presenters in the industry on a variety of topics. AGTA will continue to add individual gemstone courses and topics such as disclosure and selling skills. AGTA members get their first five students free and additional students are only \$25 per year. Non-member pricing is also available.

Register at www.agta.org/education.



AGTA’s popular gemcards and *Guide to Colored Gemstones* brochure have been translated to Spanish to assist in providing information to clients in their native language. There are twelve versions of the gemcards, showcasing a variety of gemstones, with information on each gemstone’s quality factors, lore, origin and care. The

cards can be customized with a store logo, if requested. The *Guide to Colored Gemstones* is a 16 page brochure that discusses the 4 C's of buying colored gemstones and pearls, so that your clients better understands their purchases.



AGTA will also launch a Member-only online community, **AGTACommunity.com**, to promote networking and the sharing of ideas and information in all matters related to colored gemstones and pearls. This site will serve as an online gathering place for all AGTA members and enhance communication between them. This is a free service that will be available to all AGTA members.



AGTA will also be offering a new **Retail Promotional Kit** to its retail members to help promote colored gemstones and pearls in their stores. This kit will contain artwork, in several versions, for print ads, web banners, billboards and direct mail pieces. Retailers will have the flexibility to insert their own jewelry images, store logo and contact information into the ads. This benefit will save member stores significantly in design and production costs with this turnkey marketing program.

Many of these programs are available only to AGTA Members or at preferred prices for AGTA Members. As an incentive at the JCK Show, AGTA is offering new Members a rebate or product credit when they join in Las Vegas. Retail membership is \$350 per year, but

when a company signs up at the show and spends \$200 or more with any AGTA Member exhibitor, they will receive a \$200 rebate check or a \$300 credit on AGTA products and services. Stop by AGTA booths L122 or AGTA122 to take advantage of this offer.